VOGUE

INCORPORATING VANITY FA

FIFTY BATHING SUITS

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BEACH FASHIONS • BEAUTY • SUMMER TRAVEL • JUNE 1, 1940 • PRICE 35 CENTS

Two experts . . . YOU and CHARLES of the RITZ

Charles OF THE RITZ

put heads together to design
your own personal face powder color!

Let the Charles of the Ritz Blending Expert create your own personal face powder color! Made before your very eyes, to "fit" your face, your likes, your life! This is *your* face powder shade.

Charles of the Ritz Individually Color-Blended Face Powder $2, $3 and $5. Introductory Box, $1

At fine stores . . . and salons at: Ritz-Carlton, Barclay, Ritz-Tower, Plaza Hotels, *New York.* B. Altman & Co., *New York, White Plains, East Orange.* Ritz-Carlton, *Boston.* I. Magnin, *Los Angeles.* T. A. Chapman, *Milwaukee.*

Best & Co.

Fifth Avenue, New York

*shirtmakers

"... of course"

BECAUSE THE SHIRTMAKER LABEL IS SYNONYMOUS WITH QUALITY . . .

Because the Shirtmaker is becoming to all figures, appropriate for all occasions. A true classic, its popularity increases with the passing of time. Since its introduction by Best's in 1926, it has had a more profound influence on the mode than any other single fashion. • Naturally, its phenomenal success has inspired countless imitations. But no hastily thrown together copy can duplicate its superb tailoring, its quality fabrics, its simple distinction and easy fit. The original and only authentic style is identified by the name "Shirtmaker" – and is exclusive with Best's.

*Reg. U. S. Pat. Off.

V18 - Shining white rayon sharkskin with fly front, saddle leather belt. Sizes 12 to 20. 19.95

V19 - St. George cotton slacks-and-shirt outfit. Natural color with leather belt, bone buttons. Sizes 12 to 20. . . . . 17.95

V20 - Sudanette . . silky cotton in white, blue, aqua, honeydew, or yellow. Sizes 12 to 40. . . 17.95

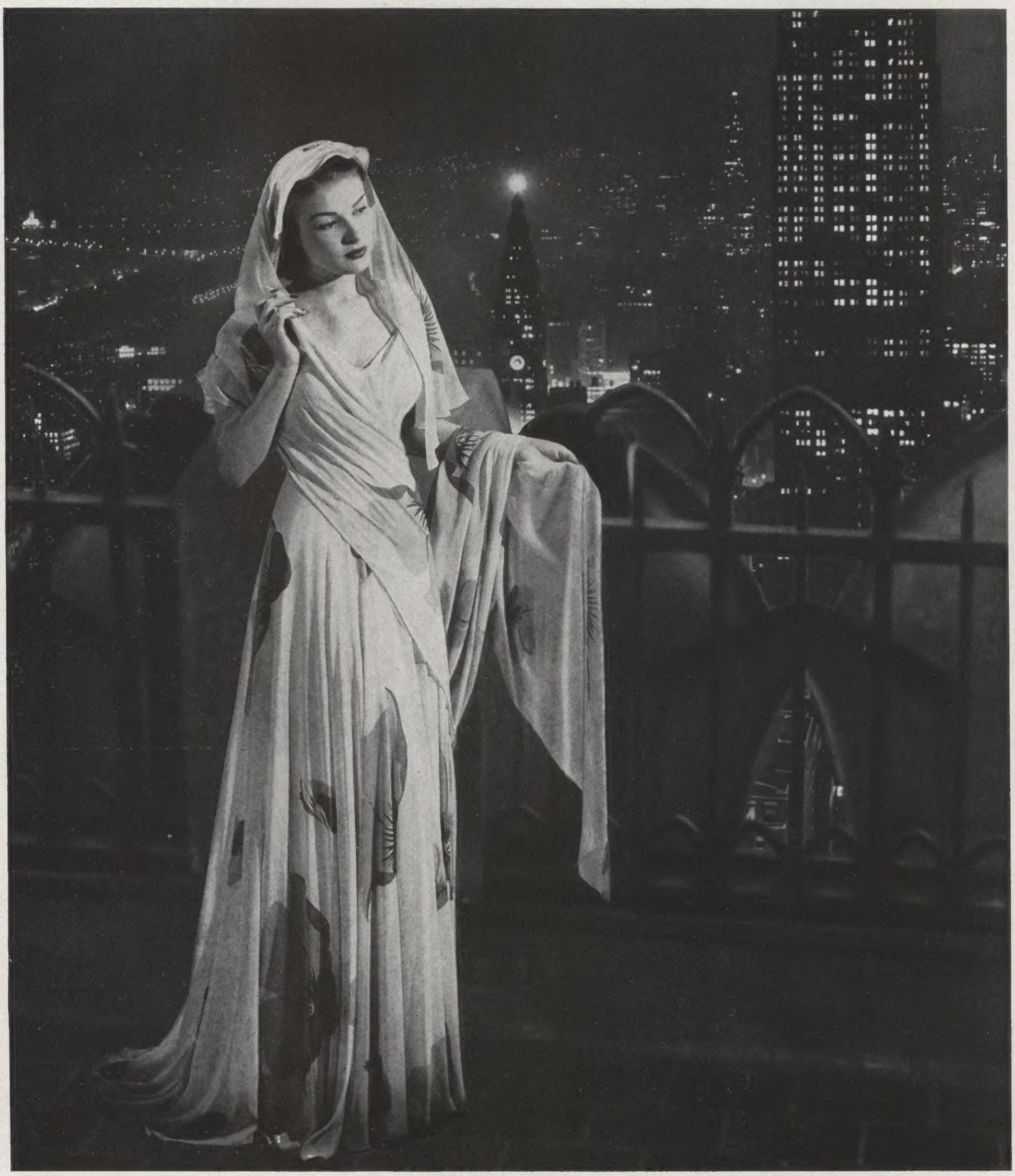
When ordering by mail please refer to model numbers

GARDEN CITY
EAST ORANGE
ARDMORE
CLEVELAND HEIGHTS
MAMARONECK
BROOKLINE
GROSSE POINTE
WASHINGTON, D.C.

Clouds of chiffon in the sky

Fashion Approved Enka Rayon Gown

Towering high over New York's diadem of twinkling lights, the terrace of the Rainbow Room... jewelled setting for the most dramatic and glamorous gown of the season. Misty clouds of Glendale's Enka Rayon chiffon, printed with lush poppies. Under 90.00



BONWIT TELLER
New York

NEIMAN-MARCUS
Dallas

RANSOHOFFS
San Francisco

This Enka Fashion Approved Tag is the symbol of verified quality and approved fashion.

THE FASHION NAME IN RAYON **ENKA RAYON** STANDARD OF SUPERFINE YARNS
206 Madison Avenue, New York

NIGHT PHOTOGRAPH BY FONSSAGRIVES

Ten P.M. Blue

ON THE PLAZA • NEW YORK
BERGDORF GOODMAN
5TH AVENUE AT 58TH STREET

OVERHEARD AT THE LINEN SHOWERS

"Utica Percale Sheets *feel so much silkier* than Ordinary Percale Sheets"

In these days when the words "percale sheets" cover such a multitude of grades, it is a wise bride who firmly insists on genuine Utica Percale sheets. Because Utica Percale sheets have a lustrous beauty and silk-like texture never found in ordinary percale sheets.

Sales people in reliable stores will gladly tell you why Utica Percale sheets are so much more luxurious than the carded or lower count combed varieties . . . and why they wear years longer. But now that you are becoming Official Purchasing Agent for the Household, it is well to know the facts before you shop.

Comparison Reveals Utica Percale Extra Value—Utica Percale sheets are made exclusively from long-fibre *combed* yarns and contain over 200 threads to the inch. "Combing" cotton yarns may sound a trifle technical, but just remember it is an extra process comparable to combing your hair. It removes short fibres and straightens out the remaining long fibres, producing a stronger, more lustrous fabric. And these quality features are obtainable at attractive prices.

Carded and lower count percale sheets, on the other hand, contain fewer threads. Also, in carded percale sheets the combing process (so important to smoothness and durability) is omitted. Utica and Mohawk Cotton Mills, Inc., Utica, N. Y.

UTICA
Percale Sheets

THE FEEL OF SILK . . . THE STRENGTH OF LINEN

REGARDLESS OF PRICE . . . YOU CAN BUY NOTHING FINER THAN UTICA PERCALE SHEETS

UTICA PERCALE SHEETS AND PILLOW CASES

Vogue
June 1st, 1940

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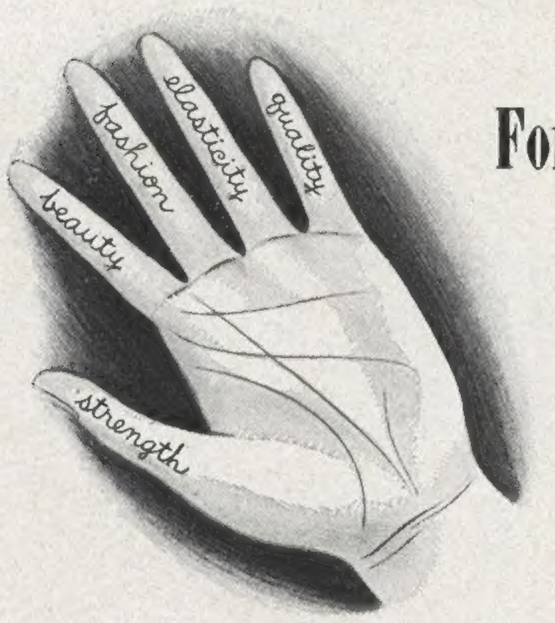
Vol. 95, No. 11
Whole No. 1629

Advance summer guise of a great fall fashion — slim-skirted dresses. In brown rayon bengaline, cool as ice coffee. With puff crown felt hats in café au lait. Original collection by the Misses' Dress Salon, Third Floor, 39.95 Hats, 18.50 Lord & Taylor, Fifth Avenue, New York

Refreshingly youthful evening dress of white silk organdy with massed daisies printed in white and pink.



For a dress with a wonderful future— *Silk of course*

You feel the difference when you slip into a garment made of quality silk. It is indescribable, intangible, but it is there. And along with it is the assurance that you can depend on it not only to wear longer but to come back from repeated cleanings the same size and shape in which it was sent. In better and medium price garments—dresses, lingerie, hosiery, etc.—you have a right to quality silk. Don't guess. Don't take fabric for granted. Say Silk.

INTERNATIONAL SILK GUILD • 250 FIFTH AVENUE • NEW YORK

GEORGE PLATT LYNES

Summer Caprice . . . tier upon tier of crisp emerald-green horsehair on gossamer black lace. A Bendel original.

Henri Bendel
10 WEST 57
NEW YORK

OPENING
ITS SECOND SEASON
Saks Fifth Avenue's
LUXABLE CORNER
now starring
***New Quick* LUX**

For a suburban summer, Saks Fifth Avenue suggests a brown and white checked gingham dress with its own well-tailored jacket. "We advise Lux care to guard its childlike freshness," they say. Mrs. Benton Rice, who is wearing it at the skating rink, adds: "Of course cottons like this need gentle care—I use new, quick Lux."

Browsing in the Luxable Corner, Jean Martin considers a 6-piece week-end ensemble —vows to cherish it with Lux. "We prefer to call our washable silks, rayons, cottons and mixtures 'Luxables' to insure their getting gentle care," they say on the Debutante Floor.

Dove-white piqué is an evening favorite—June Vincent tops it off with a scarlet corduroy coat. Both from Saks' Luxable Corner. "Our smart young customers beg for Luxables because the upkeep is so low," says this famous store. "I live in them all summer," adds Miss Vincent.

THIS YEAR, more than ever, it's going to be a Luxable summer! And Saks Fifth Avenue, leader of trends, has rushed to reopen its Luxable Corner—mecca of smart young budgeteers. "We advise new, quick Lux not only for the smart fashions in our Luxable Corner, but for everything washable throughout the store," they say. "It's the fine-fabric care millions of women prefer."

New, quick Lux is so pure, so mild, it's safe for *everything* safe in water. In water *as cool as your hand* it dissolves *3 times as fast* as any of 10 other leading soaps tested. Thrifty, too! It goes further—gives more suds (ounce for ounce) even in hard water than any of these other soaps!

New Quick LUX

In the same familiar box—*at no extra cost to you!*

pink
clover
PERFUME 5.00; 1.00 • LIPSTICK 1.00
COLOGNE 1.00 • BATH POWDER 1.00
COLOGNE AND BATH POWDER 2.00
in Gift Box
TALCUM AND SOAP in Gift Wrapping .85
TALCUM .50 • SOAP .35; .50
TALCUM SACHET 1.00
TOILET WATER 2.00
FACE POWDER 1.00
VANITY CASE 1.50
BATHSHEEN 1.00
The gay, clear fragrance of dewy clover fields at dawn
captured in a refreshing sequence of beauty luxuries.
Harriet Hubbard Ayer
NEW YORK • LONDON • MONTREAL • PARIS

DRAWN FOR DE BEERS BY JACOB SMITH

WHERE BEAUTY HAS NO EBB

Your child inhabits a lovely land of his own—the land of faery, which a great poet has described as a world of fire and dew, with no one bitter, grave or overwise—and nothing marred or old to do him wrong. You, most fortunate of wistful grown-up mortals, alone are privileged to join him in this land of heart's desire—as his first heroine. Do you recall that a queen, not long ago, arranged to appear in all her diamonds to play this charming rôle for a little child? Your own rings—your lovely bracelet—can light a similar radiance of worship in the eyes of *your* child. That is why women privileged to enter this kingdom make it a point to wear their diamonds —create for their children indelible associations with loveliness. The finest stones are safely obtained only from reliable jewelers, many of whom will gladly assist their purchase by arranging payments over an extended period. Color, absence of flaws, and cutting contribute as much as size to diamond value. How pleasant to think that their brilliance is eternal. Their lovely light can carry childhood's remembered glory into the reality of the future.

DE BEERS CONSOLIDATED MINES, LTD., AND ASSOCIATED COMPANIES

CURRENT PRICES OF QUALITY DIAMONDS: (Exact weights shown are infrequent. Fractional weights at relative prices.) One-half carat, $100 to $200 / One-carat, $325 to $600 / Two-carat: (Square-cut) (Brilliant) $900 to $1750. / Three-carat: (Marquise) (Brilliant) from $1500

Size alone does not determine diamond value. Purity, color and excellence of cutting affect the prices of diamonds, regardless of weight. These prices do not include mounting.

• *Visit the new Ford Expositions at the two Fairs, New York and San Francisco, 1940*

Auspicious start for a wedding trip—"going away" in a long, clean-lined Mercury 8 . . . a car as new as the trousseau, with a style and an air in tune with festal occasions. • The Mercury presents a fresh approach to the art of luxurious travel. It is a big, unusually spacious car—yet delightfully easy to drive and park—surprisingly economical to run. The famed Mercury Ride is quiet, restful, and smoother over any kind of road than you would believe possible! • This big car is trained to respond to gentle commands. Slim wheel, steering-post gearshift, and hydraulic brakes answer to a touch—advantages that have made the Mercury the chosen car of many particular women. Any dealer will be happy to have you judge it by *your* standards.

Built by the Ford Motor Company—distributed by Mercury, Lincoln-Zephyr and Ford dealers

Dorothy Gray

SUNBURN CREAM

Helps prevent soreness, redness, peeling. Screens out burning sun-rays. Encourages a smooth, even tan. Famous on smart beaches. Vanishing, cool-to-the-feel. Not sticky or greasy. A good powder foundation. In bottle or tube, $1.

Dorothy Gray

HOT WEATHER COLOGNE

Skin sticky-hot here and there? Refresh and cool yourself with Hot Weather Cologne. Helps a body feel fresh, look fresh straight through shopping, traveling, sports. A light summer perfume for wrists, temples, body, clothes. Choice of 4 delightful fragrances. Big bottle—a $2 value—only $1.

Dorothy Gray

SOUTH AMERICAN RED

The year's make-up sensation. A rich, stirring red. Striking contrast with fair skin—animates sun-tanned skin. Grand with summer's bright colors. *South American Red:* Lipstick, $1. Cream Rouge, $1.25. Compact Rouge, $1. Nail Polish, 60¢.

DOROTHY GRAY SALONS...683 Fifth Avenue, New York...Paris London. Dorothy Gray Salon treatments are also available in smart stores in the following cities: Los Angeles . . . Denver . . . Washington Boston...Milwaukee...Buffalo...Norfolk...Chestnut Hill, Philadelphia San Francisco . . . Seattle . . . Brussels . . . Amsterdam . . . The Hague Rotterdam . . . Cannes . . . Nice . . . Monte Carlo . . . on the Grace Line "Santa" ships...and on American Republics Line "Good Neighbor" ships.

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THESE AND MANY OTHER EXQUISITE DOROTHY GRAY PREPARATIONS AT SMART DEPARTMENT AND DRUG STORES

An elastic yarn manufactured exclusively by United States Rubber Company, Rockefeller Center, New York City

New! THE VANITY FAIR FOR LADIES

Thrilling...lovely...and richly feminine, the Vanity Fair is a sturdy, gracefully styled case offering many thoughtful, practical new features only skilled Hartmann craftsmanship can bring you!

1. Remove hangers from case. Lower folding bar into position as shown.

2. Place gowns on hangers and cover with Hartmann cellophane garment bags.

3. Replace hangers. Smooth waists of gowns into light fold at bottom of the lid.

4. Drape skirts over bar. Raise bar, then lower protective cover and fasten.

*The most practical case for women. Exclusive feature: carries jackets, boleros and full-length evening gowns! Available in handsome whipcords, canvases, or finest leathers. $25.00 to $150.00, complete with new swivel-loop, standard style hangers and cellophane garment bags. *Whatever you pay, extra quality makes Hartmann travel goods lower priced!*

HARTMANN Luggage

Write Dept. V6 for free booklet illustrating the proper and simplest way to pack men's and women's apparel. It will prove helpful, even though you may not as yet possess Hartmann luggage.

THE HARTMANN TRUNK COMPANY, RACINE, WISCONSIN

THE GOURMET'S GUIDE

SELECTED RESTAURANTS IN AND OUT OF TOWN

NEW YORK CITY

Restaurants—dining

CHAMPS-ELYSEES
25 East 40th St.
Le Restaurant Par Excellence. Cuisine Francaise. Peerless Hors D'Oeuvres and Chicken Champs-Elysées.
Dinner entrées from 55c
Finest vintage wines, and liquors
Air Conditioning Murray Hill 4-8833

JANE DAVIES'
145 West 55th St.
Luncheon 55c, 65c, 75c — Vintage Wines — Dinner $1 and $1.25

ALEXANDRA RESTAURANT—8 East 49th Street. Champagne cocktail dinner $1.10 & $1.50. Daily 5 to 8:30 P.M. Sunday dinners—noon to 8:30 P.M. The most talked about dining place in New York.

CRILLON, 116 E. 48th St. Completely air-conditioned. Justly famous for cuisine and cellar. Luncheon $1—Dinner from $1.50 in the Main Dining Room. Dollar London-Buffet-Dinner before theatre in the Bar.

THE BLUE BOWL AT 157 EAST 48th ST. specializes in good food served in informal and friendly surroundings. The kind of place you return to again and again. Luncheon 50c & 75c, Dinner 75c to $1.25.

KENTUCKY SERVES A MEAL
Featuring Kentucky Mint Juleps.
Luncheon from 75c—Dinner from $1.00 to $1.50
Elizabeth D. Reynolds, Inc., 15 East 48th St.

CAVIAR RESTAURANT—18 East 49th Street. "Rendezvous for Epicureans." Direction of Antoine Dadone. Unique cuisine, rare wines. Luncheon, cocktail hour, dinner. WIckersham 2-2224.

JANET OF FRANCE, 237 W. 52 St., W. of B'way. Famous for "onion soup", Chateaubriand Steak. Dinner $1 up; lunch 65c. Janet entertains. Visit our bar. Closed Sundays. COlumbus 5-8717.

CAFE TROUVILLE
112 East 52nd St.
Open for luncheon, cocktail hour and dinner.
Entertainment during supper.

WHITE TURKEY TOWN HOUSE. Superb food in a charming, early American atmosphere. Luncheons from 95c. Cocktails. Dinners from $1.50. Sundays: Brunch $1.00. Dinner from $1.75. One University Place, on historic Washington Square, N. Y. C.

4 W. 49th SUSAN PALMER 11 A.M. to 11 P.M. No better food any place at any price. Specialties every day by popular demand. Luncheon from 65c—Dinner from $1.00. Try the famous oyster bar.

PATRICIA MURPHY'S Candlelight Restaurants.
The Barclay—33 E. 60th St., Manhattan
The Candlelight—114 Henry St., Brooklyn
Sophisticated American Foods

CAFE ST. DENIS—11 East 53rd Street, EL. 5-8032. A real French Restaurant catering to cosmopolitan palates. Air Conditioned. Lunch from 75c. Dinner from $1.25. Also à la carte.

RESTAURANT MAYAN, 16 W. 51 St., Rockefeller Center. Popular rendezvous for luncheon, cocktails, dinner. Unusual atmosphere. Luncheon entrées from 60c. Dinner Prix-Fixe from $1.50; also à la carte. Comfortably air-conditioned.

GRAND CENTRAL TERMINAL RESTAURANT and Oyster Bar, Lower Level, Grand Central Terminal. Nationally famous for all sea food. Steaks and chops a specialty. Lunch from 65c. Dinner from $1.00, also à la carte. Delightfully air-conditioned.

ROCKEFELLER PLAZA RESTAURANT—32 W. 50th St. Smart but informal. Plaza Room—club breakfast 60c, luncheon from 75c, dinner from $1.00, cocktails from 25c. Old New York Room—luncheon from 75c, dinner from $1.00. Cocktail lounge. Cocktails from 25c. All rooms comfortably air-conditioned.

HOLLAND HOUSE TAVERNE, 10 Rockefeller Plaza. 'Round the crescent bar for cocktails; in front of old tiled fireplaces for luncheon; dinner in the nooks. Luncheon dishes from 60c, dinner $1.50. Air-conditioned.

CAFE LOUIS XIV. 15 West 49th St., Rockefeller Center. Cuisine Classique. Fine Wines. American Bar. Prix-Fixe Luncheon $1.50, Pre-Theatre Dinner $2.00, also à la carte. 5 minutes from theatre district. Comfortably air-conditioned.

DIVAN PARISIEN
17 East 45th St.
Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad.
Luncheon and Dinner
Finest vintage wines, and liquors
Air Conditioning MUrray Hill 2-9223

Lounge Bar

WHALER BAR—Madison Ave. at 38th St., N. Y. Board the whaler "Wanderer" as she gets under way with a full cargo and all hands on deck. Pull up to the captain's table and have your tot of pilot's grog. Special shoppers' luncheon from 55c.

SCHRAFFT'S. Smart, intimate lounges. Georgian Room, 625 Madison Ave., at 58th—Columbus Room, 222 W. 57th St., near B'way. Luncheon, cocktail hour, dinner, supper. Superb cocktails from 25c.

Restaurants—dancing

LE COQ ROUGE—65 E. 56th St. Famous cuisine. Luncheon, Dinner and after theatre. Dancing—Entertainment. George Sterney's Orchestra and Tisdale's Trio. Reservations. PLaza 3-8887.

LARUE—45 East 58th Street, VOl. 5-6374. New York's smart rendezvous. Cocktails, dinner, supper. Eddie Davis' & Joseph Smith's orchestras. Continuous dancing till 4 A.M.

ST. MORITZ-ON-THE-PARK, 50 Central Park S. Dinner and supper dancing in the Sky Gardens. Home of Rumpelmayer's and Café de la Paix, America's first Sidewalk Café, 'Round the World Bar.

THE WHIRLING TOP—3 E. 52 St. Rendezvous for Connoisseurs of excellent cuisine, wine & liquor. Luncheon 65c-$1; Cocktails from 25c till 6 P.M.; Dinner $1.50-$3.50; Entertainment. EL. 5-8051.

VERSAILLES, 151 E. 50 St., PL. 8-0310. An impressive French cuisine makes Versailles the glamour spot of New York. Cocktail Hour, Dinner & After Theatre. Presenting nightly B'way's Brightest Stars. Maximillian Bergere & Orch., Panchito & his Rhumba.

Night Club

LEON & EDDIE'S, 33 W. 52 St. World Famous café-restaurant offers America's most amazing values in food and entertainment. "Sly" and subtle Eddie Davis heads the show. Continuous Dancing. Should be on your "must" list.

Out-O'-Doors

PAVILLON MARGUERY—Now Open. Entrances on 270 Park Ave. and 47th St. & Vanderbilt Ave. Coolest Garden in Town for Lunch, Cocktail Hour and Dinner. Open Sunday. Phone: WI 2-8494 & 2-8418.

OUT-OF-TOWN

California

VISIT DINAH'S SHACK
On Highway 101, 3 miles south of Palo Alto—in the shadow of Stanford University. In the Beautiful Santa Clara Valley. Food—California's Plentiful Best.

Connecticut

THE BARNACLE, Bradley Point, West Haven. Off Route 122. Specializes in fresh lobster—also chicken & steak. Luncheon, Tea and Dinner. Fine wines and Cocktails. March into November.

OUTPOST INN—Route 35, just North of Ridgefield, Conn. Superb French cuisine and irreproachable cellar of rare wines, liquors. A lovely place to spend a week-end, or longer. Telephone Ridgefield 882.

SO HIGH, Easton. Rt. 59—3½ miles west Merritt Pky. Easton exit. Food that has individuality. Specializing in lobsters, steaks and southern fried chicken. Scenic beauty. Terrace dining. Bridgeport 4-6456.

Massachusetts

THE ANCHORAGE, Yarmouthport, Rt. 6 Typical Cape Cod house in old-fashioned garden. Luncheon, tea, dinner served on porch or before open fires. Specialty Austin's hot rolls. Tel. Barnstable 298.

COUNTRY FARE, Hingham
Good eating—noon to nine. Featuring fare of the country. Twenty miles from Boston on Route 3 at Queen Anne Corner. Extraordinary!

THE BLACK HORSE INN—Hingham, Rt. 128 or 3A. On the way from Boston to Plymouth and Cape Cod. Colonial New England at its best. Outstanding food and service. Charming gardens. Hingham 1161.

New Jersey

HANS CHRISTIAN ANDERSEN, Paramus. 15 min. from Geo. Washington Bridge. Route 4. Luncheon, cocktails, tea, dinner. Charming screened-in outdoor garden. Closed Mondays except holidays.

BERNARDSVILLE INN, Bernardsville
38 miles from New York City on Route 32. The finest in foods and liquors—Luncheons and Dinners—Unique cocktail lounge in the Grotto.

New York—Long Island

ROUND HILL RESTAURANT. Séjour des Gourmets, So. Huntington. Cuisine Française. Dining by fireplace. Wines & Liquors. Open all year. 34 mi. from N. Y. on Jericho Turnpike, Rt. 25. Huntington 1371.

ROSLYN MILL TEA HOUSE. In Roslyn on route 25A. Old Grist Mill built in 1701, replete with Colonial charm. Luncheon, tea or dinner on terrace overlooking harbour. Famous for Popover Teas.

New York State

THE TOWER INN (2 miles east of Amsterdam on Route 5, Mohawk Turnpike). Noted for thick steaks and chops, broiled over the coals. Southern chicken, fresh vegetables, crisp salads. Restful surroundings.

mais Oui
(PRONOUNCED "MAY WE" — MEANS "BUT YES!")
the frankly flirtatious new fragrance
EAU PARFUMÉE
mais Oui
BOURJOIS
Vivacious, saucy, irrepressible...
A light-hearted Eau Parfumée for summer,
scented with the new, beguiling "Mais Oui" perfume,
beloved for piquant enchantment.
BOURJOIS

GORHAM *presents*

Invitation

INVITATION

A new pattern in silverplate

Before you send out your invitations for your next party, review your entertaining, particularly your silver, as if you had never been in your own house before.

Do you get the impression you'd like your guests to receive? Gorham's smart, new Colonial design, INVITATION, *could make a wonderful difference in your table's chic.*

Designed in the manner of popular sterling, this silverplate pattern has a balanced beauty all its own. Broad, reflecting surfaces, chased-effect edges, longer handles, shorter blades, give it quite the modern touch.

See it at your jeweler's.

26 pc. service for six	$31.25
38 pc. service for six	41.00
50 pc. service for eight	57.67

Presentation chests FREE

Gorham
SILVERPLATE
"The next thing to Sterling"
THE GORHAM CO., PROVIDENCE, R. I.

Vogue says "SHANTUNG IS PERFECT ALL SUMMER LONG."

What a joy for hot weather clothes! Talon placket fasteners, of course! No underarm acrobatics...

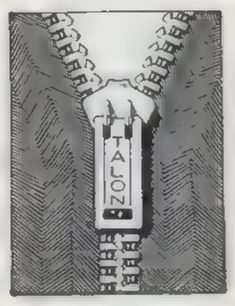
No peek-a-boo gaps to be ashamed of...

No sudden "letting go." Instead—in one fell swoop—a closing that's smooth, swift, secure.

Always—*always*—insist on the Talon placket fastener.

It's so completely dependable!

Vogue selects... a cool, cool dress in printed shantung. See how beautifully smooth the Talon placket fastener keeps that snug bodice, long slim waist line!



TALON SLIDE
Reg. U. S. Pat. Off.
FASTENER
MADE BY
TALON, INC.
MEADVILLE, PA.

*Because it's the dependable slide fastener—women prefer "TALON" 70 to 1**
REG. U.S. PAT. OFF.

* Based on surveys made by 56 leading stores, which show that, among the thousands who expressed a preference, 70 women want the Talon fastener to 1 who names any other brand! ... An important fact to keep in mind when *you* buy slide-fastened merchandise!

Vogue will be very glad to aid you at any time by answering your questions about schools and camps both here and abroad

SCHOOLS AND CAMPS

Write to Miss Marian Courtney, Vogue's School and Camp Bureau, 420 Lexington Avenue, New York, or telephone: MOhawk 4-7500

Boys' & Girls' Camps

HAWKEYE TRAIL CAMPS

Hawkeye, N. Y., on Adirondack mountain lake. Kokosing—girls 6-17; Whipowill—boys 6-16. Supervised riding, aquaplaning, all sports & arts. Spirit of friendly cooperation, free from tension. MRS. HELEN POST HARTZ, 3705 GRANTLEY RD., BALTIMORE, MD.

CAMP PETER PAN

For Hard of Hearing Boys and Girls 4-12
Pines. Seashore. Riding. Dancing. All sports. Tutoring. Stories told by radio ear. Trips to World's Fair. Experienced teachers of lip-reading. ROSEMARY R. CLEARY, LAKE RONKONKOMA, L. I., N. Y.

ESTES CAMP

For young children 3 to 12. Woods, lake, meadowland, for unlimited outdoor activity. Supervised swimming, sports; gardening, fishing, handwork, nature study, dramatics. Estes School under same direction. MR. AND MRS. STOCKTON D. ESTES, CHESTER, CONN.

PLUMFIELD

For 30 children, 2 to 16. Swimming, tennis, dancing, riding, music, dramatics. Pioneer camping trips to New Hampshire. Limited enrollment, opportunity for individual observation, guidance, character development. MRS. M. R. HILTON, BOX A, NOROTON, CONN.

MERRICOURT

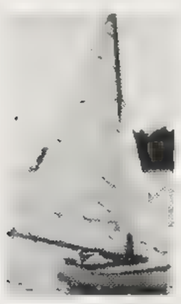
SAFE—HAPPY—HOMELIKE
Small select group. Girls & Boys 3-12. By month, season or year. In lovely Connecticut hill section. Midway between New York & Boston.
MR. & MRS. J. V. KINGSBURY, BERLIN, CONN.

SANDWICH NOTCH CAMP

CAMPTON, N. H.
White Mts. 1400 ft. alt. 18th season. Progressive farm camp, boys and girls 2-12. Individual interests, modern equipment, real living. MR. & MRS. H. L. SMITH, HOLDERNESS SCHOOL, PLYMOUTH, N. H.

NEW ENGLAND MUSIC CAMP

Enjoy musical summer with famous artists in woods of Maine. Private instruction—instrument or voice; all camping activities included in fee. 18 practice cabins. Orchestra. Band. Chorus. Catalog. PAUL E. WIGGIN, 13 CRESCENT RD., PAWTUCKET, R. I.



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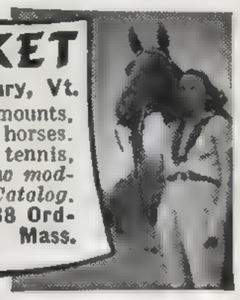

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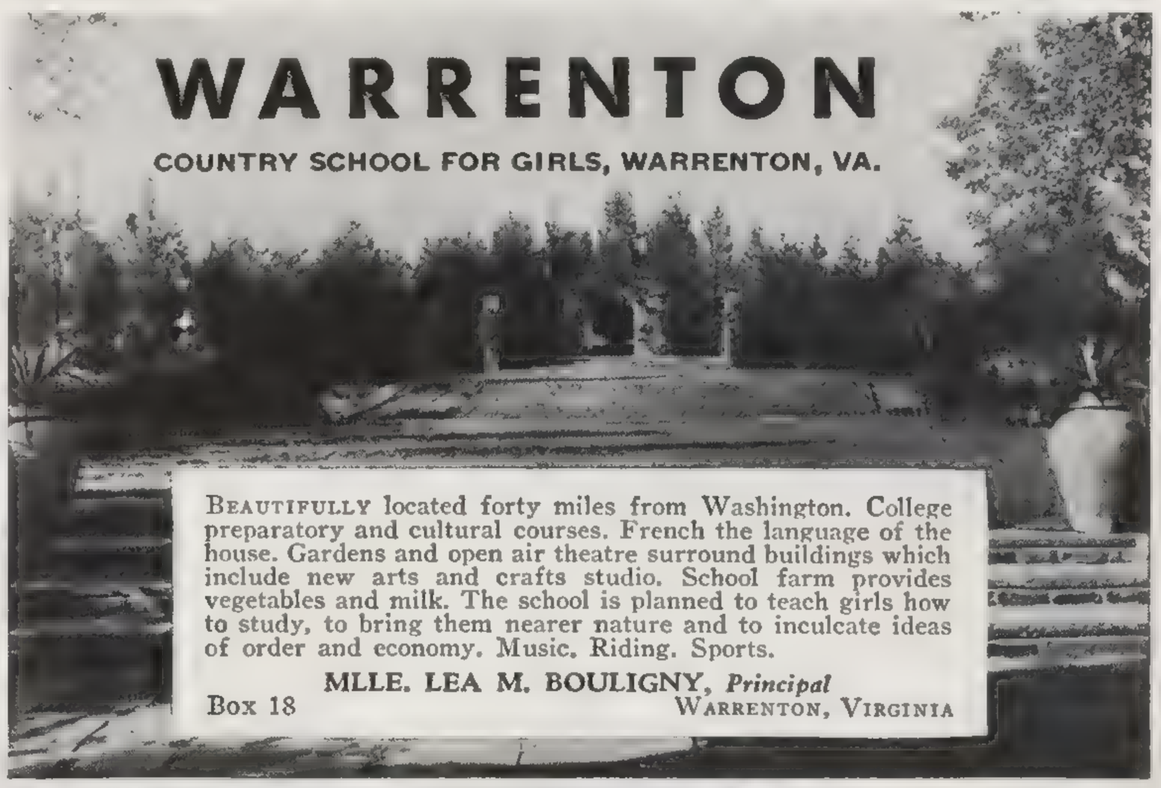

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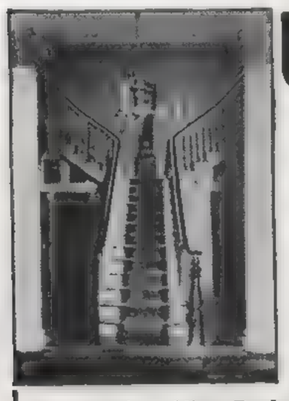

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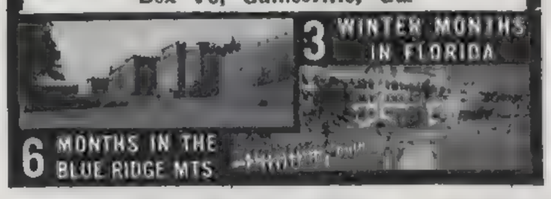

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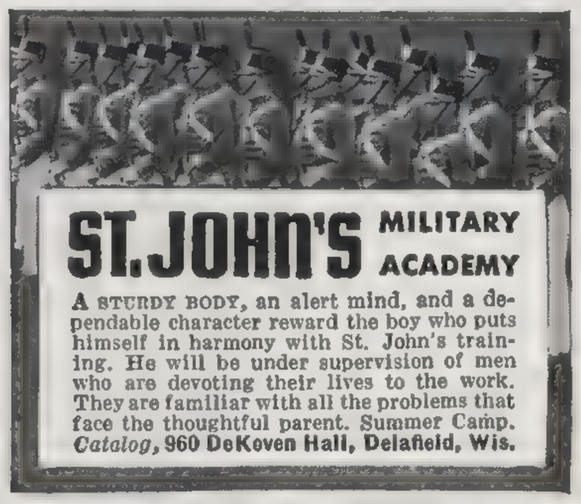

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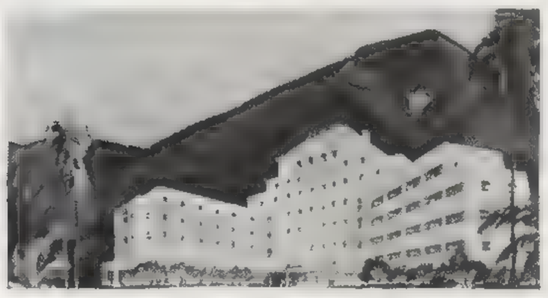

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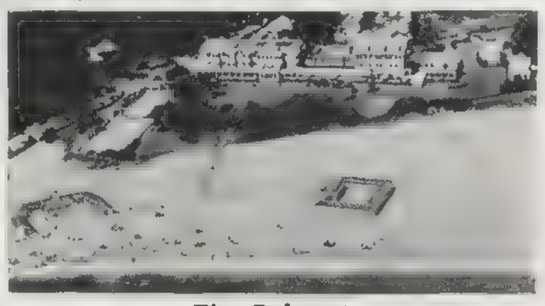

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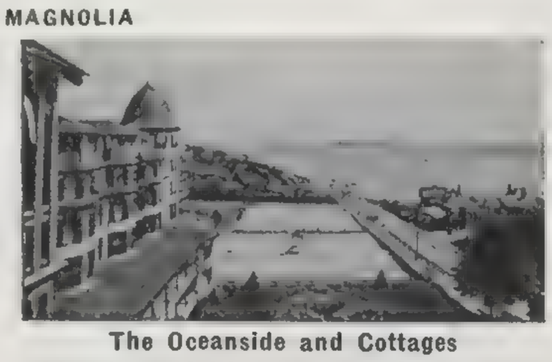

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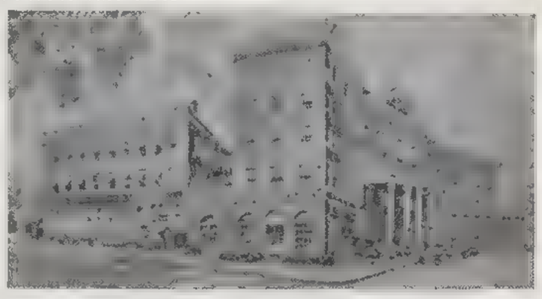

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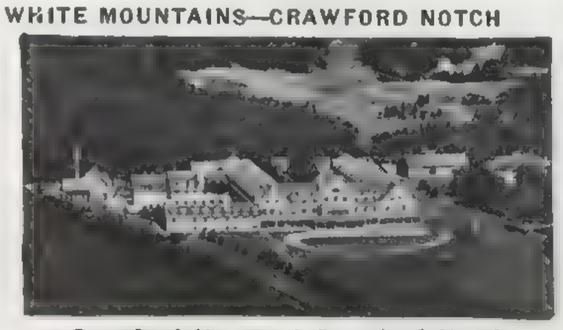
NEW HAMPSHIRE

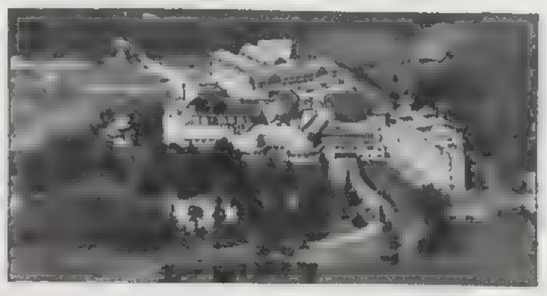
WHITE MOUNTAINS—CRAWFORD NOTCH



Crawford House at Crawford Notch

Private lakes, tournament golf course at hotel. Up-to-date accommodations—the best of food—Boston Symphony music—dancing, entertainment throughout season June 29th-Oct. 2. Riding stable and crack tennis courts. Am. Plan from $6. day. Information and detailed rates from Barron Hotel Co., Crawford Notch, New Hampshire; L. S. Law, N. Y. Rep., 500 Fifth Ave. "Ask Mr. Foster."

WHITE MOUNTAINS—DIXVILLE NOTCH



The Balsams—On Lake Gloriette

4600-acre private estate. Golf on 18-hole championship course, tennis, swimming, fishing, riding, canoeing, skeet and trap shooting, bowling, archery, dance orchestra, movies, bridge parties, special facilities for children. No Hay Fever. Rates $8-$12 per day with meals. Housekeeping Cottages. Select clientele. Frank Doudera, Pres. New York Office, 630 5th Ave., CIrcle 5-5240.

WHITE MOUNTAINS—FRANCONIA NOTCH

The Forest Hills Hotel

The resort for every member of the family. Located on a 200-acre pine-wooded crest overlooking Franconia Notch—loveliest view in the White Mountains. Private golf course, tennis, fishing, riding, bathing, children's playground. Bracing mountain air assures relief from hay fever. Restricted clientele. Norman Pancoast, President and Manager.

NEW HAMPSHIRE

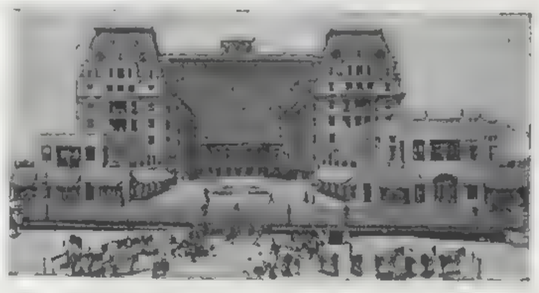
WHITE MOUNTAINS—WHITEFIELD

The Mountain View House

Season June 15 to October 15. A Famous Hotel in The White Mountains serving a Distinguished Clientele, Modern and Charming in its Appointments. A Service and Cuisine of the Highest Standard. Newly Completed Sports-house and additions to Golf Course. Same Ownership-Management For Three Generations. W. F. Dodge & Son. N. Y. Rep. Robert F. Warner, 11 W. 42 St.

NEW JERSEY

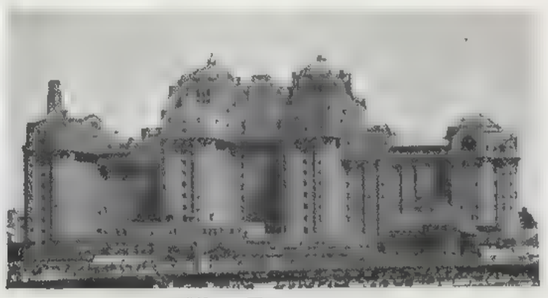
ATLANTIC CITY



Hotel Dennis

Summer time by the sea. . . . Season for the family to be "at home" at Hotel Dennis. Central Boardwalk location. . . . Exclusive Beach for bathing. . . . Cool ocean front decks. . . . Sea water and health baths. Delicious cuisine featuring fresh Dennis farm products. Rollerchairing, cycling, golf. Moderate Rates. . . . Both plans. Walter J. Buzby, Inc.

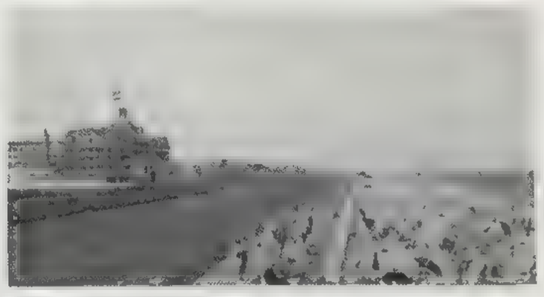
ATLANTIC CITY



The Traymore

You'll find people with a talent for living at the Traymore. It's the "continental air" with a dash of the sea that they especially enjoy. Located on the boardwalk. Large outside sleeping rooms. Sun-washed decks at the Ocean's edge. Delightful cuisine with French and American cooking. Music. Dancing. Cocktail lounges. Golf. Surf bathing. American or European plan.

SPRING LAKE BEACH



The Essex & Sussex

Enjoy the Cool of the Sea at this truly delightful Ocean front resort. Free from crowds. Overlooking own private beach. Established, restricted clientele. Less than 2 hours from N. Y. Golf, tennis, riding, excellent music. Interesting program, social activities. Famed for Food, Service. Booklet. C. S. Krom, Mgr. Tel. Spring Lake 900. N. Y. Off. 11 West 42nd St., BR 9-6348.

NEW MEXICO

SANTA FE

The Santa Fe Inn

In the cool foothills overlooking America's oldest capital, this new hotel is as different and charming as Santa Fe itself. Play, explore, relax in the nation's finest summer climate. Motor trips. Riding. Tennis. Reasonable American plan rates. Booklet on request. Management Jack Wentworth, Santa Fe, New Mexico.

NEW JERSEY

ATLANTIC CITY

Marlborough-Blenheim. On the Boardwalk. Broad ocean front decks, exclusive beach and cabaña colony, tempting menus. Josiah White & Sons Company.

NEW YORK

CRAGSMOOR

Cragsmoor Inn. On mt. top 75 miles north of N. Y. Restricted clientele. Beautiful scenery. Delicious meals. Taproom. Golf. Rates $5.50 to $8. Booklet.

LAKE CHAMPLAIN—ESSEX

Crater Club. Furnished cottages, baths, open fires; meals at Club. Canoes, bathing, tennis. Golf nearby. Social references required. Literature. K. D. Burnham.

LAKE CHAMPLAIN—WESTPORT

The Westport Inn and Country Club and Cottages. In the Adirondacks. All sports. 18-hole Golf Course. Private Beach. Orchestra. Selected Clientele.

LONG ISLAND—MONTAUK BEACH

Montauk Manor

Finest resort life in America. 18-hole golf course, outdoor and indoor tennis, surf club with pool and ocean bathing, cabaña colony, riding stables, famous deep sea and fresh water fishing, children's playground. Average summer temperature 62° to 75°. Relief from hay fever. Excellent cuisine, restricted clientele. Booklet. Elliott F. Bishop, Mgr.

NEW YORK CITY

Allerton House for Women. 57th St. & Lex. Ave. Refined atmosphere in a congenial Club Residence. Single from $2.50 daily. Weekly rates on application.

The Alrae—37 East 64th. A quiet and charming hotel. In the smart Park Ave.—Central Park Zone. Daily rates: Single from $4; Double $5; Suites $7.

American Woman's Club, 353 West 57th St. Ideal for smart women coming to New York. All rooms with private bath; single from $3; double from $5.

The Barbizon, Lexington Ave. 63rd St. New York's most exclusive hotel for young women. Cultural environment. Weekly $12.50 up. Daily $2.50. Bklt. "V".

Barbizon-Plaza. New skyscraper hotel overlooking Central Park at 6th Ave. Rooms from $3. single; $5. double. Continental breakfast included. Bklt. "VM".

The Beekman, Park Ave. at 63rd. A residential hotel of rare charm in the quiet and exclusive section of Park Avenue. Transient accommodations.

Beekman Tower—49th St. Overlooking East River. Smart East Side. 400 outside rooms. Short walk to shops, theatres, business. $2.50 Daily. Booklet "V".

Beverly Hotel. 125 East 50th. Just East of Radio City. Large rooms and closets. Serving pantries. Single $4, double $6, suites from $8. PLaza 3-2700.

The Biltmore, Madison Avenue at 43rd St. All that is best in atmosphere, appointments, cuisine, service. Single $5. up; Double $7. up, with Twin Beds $8. up.

The Buckingham, 101 W. 57th St. Recently modernized. Luxurious parlor, bedroom, pantry, bath from $7 a day. Walk to Central Pk., Radio City, Times Sq.

George Washington, 23rd St. & Lexington Ave. All rooms with bath, from $2.50 single, $4.00 double. Write for Booklet VO and Supervue Map of New York.

The Grosvenor. On Fifth Ave. at 10th St. Quiet, Smart, Convenient, Conservative. 300 large rooms with bath; Single from $3.50, Twin beds from $5.00.

Hotel Seymour, 50 W. 45th St. Near Fifth Ave., theatres, shops, art galleries, Radio City. Refined surroundings. $4. single; $5.50 double; Suites $8.

NEW YORK CITY

The Waldorf-Astoria

The Waldorf's policy is to give its patrons genuinely superior value . . . to see that they receive a greater return for their money than they would elsewhere! The world's most extensively air-conditioned hotel. Park Avenue, 49th to 50th, New York.

WORLD'S FAIR

Coming to the World's Fair again this year? Of course you are, and any of the above hotels will be only too glad to offer you excellent accommodations.

WATKINS GLEN

Glen Springs Hotel. A Famous Spa in America. Natural Nauheim Baths. Selected clientele. New York Office, 630 Fifth Ave. Phone Circle 5-8199.

VOGUE'S TRAVELOG

a directory of fine hotels and resorts

CONT'D FROM PAGE 23

decided that the course was too dangerous for these craft, which shows you that it's likely to be a race packed with thrills!

This particular race is always one of the highlights of the Atlantic City Season and you shouldn't miss it. This year the race will be held in the morning instead of the afternoon as heretofore. We are given to understand that racing conditions are more desirable at this time of day. We have this information from S. Mortimer Auerbach himself, the sponsor of the race—and he should be in a position to know.

TO PUT ON YOUR CALENDAR

MAY 30th-Aug. 3rd—Hollywood Park Horse Racing Season. Haggin Stakes on June 1st. 2 year olds, California bred, $10,000 added. Hollywood Park, California.

June 5th-8th—Bermuda Lawn Tennis Club Invitation Doubles Tournament.

June 8th-9th—Annual Flower Show, Veterans Memorial Building, Lompoc, California.

June 15th-16th—Annual Sea Island Golf Club Tournament for Summer Season Club Championship. Winner of 36 holes gross will be awarded title.

June 15th-23rd—11th Annual Long Beach Tennis Championships, Lakewood Tennis Club, Lakewood Village, California.

June 28th-30th—Santa Fé, New Mexico. Special Coronado Cuarto Centennial Celebration.

June 28th-July 5th—Children's Week at Atlantic City, New Jersey. All children under twelve are given free hotel accommodations and meals when registered with an adult at one of the cooperating hotels.

NORTH CAROLINA

ASHEVILLE

Battery Park. Five excellent golf courses. Many scenic places to visit. Entrance Great Smoky National Park. A Knott Hotel. Request folder "D".

PENNSYLVANIA

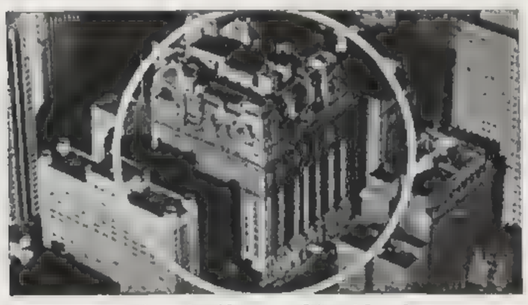
EAGLES MERE

Crestmont Inn, superbly situated on Lake of Eagles (2200 ft. alt.). Golf, tennis, water sports. Distinguished clientele. Folder AH. William Woods, Prop.

Forest Inn. 2000 feet high in cool mountains. Swimming, 18 hole championship golf course, riding. Delicious food. Dancing. Open June 15. Write for folder.

Lakeside. Situated high above beautiful lake. Cool. Sailing, swimming, golf, riding. Excellent food. Dancing. Entertainment. Open May 29. Write for folder.

PHILADELPHIA



The Bellevue-Stratford

In the Heart of Philadelphia at Broad and Walnut Streets. "One of the Few famous Hotels in America." Near points of interest and Historic Shrines. Known the world over for its traditional hospitality; its cuisine; its modern comforts and unsurpassed service. Rates begin at $3.85. Write for Booklet. Claude H. Bennett, General Manager.

PHILADELPHIA

The Warwick. Famous Lamaze Cuisine. Centrally located. From $4.50 single, $7. double. George Lamaze, Exec. Vice Pres., S. S. Jerwan, Manager.

POCONO MOUNTAINS—BUCK HILL FALLS

The Inn—Buck Hill Falls

Only 3 hours from New York and Philadelphia. 4000-acre estate with every facility for rest and recreation. 27-hole golf course, 8 clay tennis courts, lawn bowling, saddle horses, swimming pool, scenic trails and paths, talking pictures, concerts, entertainments. Camp Club for children, dances. Reasonable rates. Selected Clientele. New York Office, 630 Fifth Avenue, CIrcle 5-5620.

POCONO MOUNTAINS—SKYTOP

Skytop Club—Socially restricted Mountain Resort, 105 miles from N. Y. For Information Non-Members may address Skytop Club, Skytop, Penna.

TRAVEL INFORMATION SERVICE

If you wish more complete information about any of the hotels listed on these pages, drop us a card and perhaps we can help you. Vogue's Travel Service.

VERMONT

AVERILL LAKES

Quimby's Cold Spring Club. Distinctive country seat for family vacationing. Salmon & trout—lakes and streams. Excellent stable, competent instruction.

DORSET

Dorset Inn. The Charm of 1796, the Comforts of Today. Golf—Tennis at the door. Swimming—Trails. "A Treadway Inn." F. O. Whittemore, Owner-Manager.

GREEN MOUNTAINS

Official illustrated vacation book, "Unspoiled Vermont", free; also describes other State publications. Publicity Service, 42 State House, Montpelier, Vt.

LAKE CHAMPLAIN—BASIN HARBOR

Basin Harbor Hotels, also 40 lakeside cottages. Golf, Tennis, All Water Sports. June to October. Booklets. Not expensive. Restricted. A. P. Beach, Owner.

LAKE MOREY—FAIRLEE

Bonnie Oaks Inn and Bungalows. All sports. 75 rooms with baths, fireplaces. Baby Oaks, supervised play. May-Dec. Folders. Dr. & Mrs. E. H. Page.

Lake Morey Inn and Bungalows. 100 rooms, 75 with private bath. 18-hole golf course, special rates to Inn guests. All other sports. Booklet. W. T. Lyle.

SOUTH WOODSTOCK

Kedron Tavern. For riding & golf. Accommodates 40, select clientele. Saddle horses, instruction, superb country. 18-holes golf. May-Oct. Literature. R. C. Isham.

STOWE—MOUNT MANSFIELD

The Lodge at Smugglers' Notch. Altitude 1350 feet. Pack Trips on Horseback, Swimming Pool, Tennis, Hiking. Golf nearby. Restricted. Literature.

WOODSTOCK

Woodstock Inn. In the beautiful Green Mountains. 18-hole Golf. Tennis. Riding. Enjoy complete relaxation. Moderate tariff. C. Townsend Scanlan, Mgr.

RHODE ISLAND

WATCH HILL

Ocean House

Opening about June 20th. Traditionally Famous. High over Watch Hill—cooled by ocean breezes. Superb facilities for unlimited summer enjoyment. Private Beach—Golf—Riding—Fishing—Tennis—Boating. Excellent Cuisine. Clientele restricted. American Plan. Rates start at $6.00. Special Early Season Rates during July. N. Y. Office: MOhawk 4-1434.

VIRGINIA

WILLIAMSBURG

Williamsburg Inn & Lodge

Two fine new hotels, in harmony with the enchanting atmosphere of restored Colonial Williamsburg. Distinguished cooking. New outdoor swimming pool. Golf. At Inn, every room has bath, many are air-conditioned. Rates from $5. Rooms at Lodge: with bath from $3, without bath from $2. John D. Green, Mgr. For information: N. Y. Office, 630 5th Ave., CIrcle 6-8896.

VIRGINIA

VIRGINIA BEACH

Cavalier Hotel and Country Club. Open all year. 2 golf courses, tennis, riding, fishing, heated indoor pool, Roland Eaton, Mg. Dir. Write for Booklet W.

Dundee Inn. On the Ocean—Steamer Chairs. Charming Colonial Atmosphere. Superb meals. Spring-Air Mattresses. All sports. Write for illus. Brochure.

WEST VIRGINIA

WHITE SULPHUR SPRINGS

The Greenbrier Hotel and Cottages

Here on the sun-tan beach—on the golf courses—on the bridle paths—and on the tennis courts, you and your family can enjoy a vacation in the truest sense of the word. The Greenbrier offers both hotel and cottage accommodations—at especially moderate rates during the summer. (Average temperature a cool 71°). Write for complete information to L. R. Johnston, Gen. Mgr.

CANADA

QUEBEC—STE. MARGUERITE STATION

Chalet Cochand. Distinguished Resort, rooms with bath; excellent swimming and all summer sports; just north of Montreal. Restricted. Write—bklt., phone 25.

QUEBEC—ST. SAUVEUR

Nymarks Lodge. 45 miles N. of Montreal. Laurentian Mts. Rt. 11. Modern log chalet. Swimming pool, tennis, dancing, fishing. Excellent cuisine. Restricted. Bklt.

CANADA

QUEBEC—STE. MARGUERITE DU LAC MASSON

Domaine D'Esterel

"Le Paradis des Sports." Sky high in Laurentians' wilderness-heart, 7000 breathtaking acres of mountains and lakes—with Hotel, rustic Lodge, Sporting Club, cottage colony, Community Center and shops, etc. Every summer sport and pastime. Restricted clientele. Write for booklet. Rates: $4.50 up. American Plan. Ste. Marguerite du Lac Masson, Quebec.

DUDE RANCHES

For you who like the sagebrush and the open spaces.

ARIZONA

COTTONWOOD

Spring Creek Ranch. Modern. Spend summer at our camp, White Mts., Grand Canyon, Painted Desert, Lion hunting, Trout fishing, riding, hounds, high, cool.

NEW MEXICO

LAS VEGAS

Rancho de Dias Alegres. In Rocky Mts. Cool summer climate. Elevation 7400 feet. Enjoy New Mexico this summer. Booklet. Frank J. Teague.

TEXAS

BANDERA

Mayan Guest Ranch. 48 mi. W. of San Antonio. Thrilling fun, luxurious comfort, excellent table American plan. Write for folder. Wm. P. Taylor, Mgr.

WYOMING

ENCAMPMENT

A Bar A—Enjoy complete relaxation on our 40,000 acre cow outfit. All outdoor sports and indoor comforts. Restricted group. 19th Season.

A Bar H Ranch. In the heart of the real old time West. Modern conveniences. Riding, Hunting, Fishing, etc. Season June 1st to Oct. 31st. Amer. Plan.

PITCHFORK

Homestead Ranch, 66 miles s.w. Cody. Big game, sheep and cattle country. Riding, pack trips, unfished trout streams. Rates include everything. Write today.

VALLEY

Valley and A 2 Z Ranches

Two beautiful ranches on either side of Shoshone River (trout fishing & swimming) south of Cody. Private cabin accommodations for 75 & 25 guests respectively. For families & young people. Tables supplied with fresh ranch products. Private rodeos, trail & flat riding. Pack Trip for Boys, another for Girls. Big Game Hunting. N. Y. Office (Brooks Bros.) or Larry Larom, Valley, Wyo.

CANADA

BRITISH COLUMBIA—SKOOKUMCHUCK

S Half Diamond

Real operating horse ranch located in gorgeous Canadian Rockies on Premier Lake (av. temp. 74°). Easily accessible. Swimming, tennis, boating, fishing, etc., varied trails, pack trips and hunting parties a specialty. Rates from $45 to $70 including horse. Attractive modern accommodations. Favorable rate of exchange makes dollar worth more. Bklt. Write Mrs. E. L. Staples.

"Talisker" Skye Terriers

Roland of Meerend
Owners of Show Skye Terriers since 1904
At Stud
Ch. George of Merrymont (Imp.)
Roland of Meerend (Imp.)
Puppies sometimes available
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Westmount, Montreal, Canada

Lowmont Kennels
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STANDARD POODLES
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A. Hoguet

MINIATURE POODLES
Few Miniature Poodle Puppies
Black, Blue, Brown, Cafe au Lait
Imported Vendas and other
English Champion stock.
Mrs. H. R. Wadleigh
Miss Ruth Hayes
Phillips Street Andover, Mass.

POMERANIANS

A fine selection of Champion bred toy puppies and grown stock. Excellent type. We ship anywhere. For particulars write
TINY TOT KENNELS
Mrs. R. J. Wilson
West Point, Iowa

NORWEGIAN ELKHOUNDS

Ch. Viking av Glitre
America's oldest Elkhound establishment offers sturdy puppies of 4-square type and perfect temperament.
VINDSVAL KENNELS
Route3, Winchester, N. H.

Great Pyrenees and
NORWEGIAN ELKHOUNDS
THE IDEAL GUARDIANS
PUPPIES AND STUD SERVICE
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The Great Pyrenees
The ideal dog for American Country Homes
Affectionate, intelligent companions for children
Puppies of distinction for sale from the largest and oldest kennels of the breed in America.
BASQUAERIE KENNELS, Reg.
Mr. & Mrs. Francis V. Crane
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Championship Stock
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"Show Cockers that Hunt"
A Kennel of Outstanding Parti-Colors
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Quality Puppies Occasionally Available
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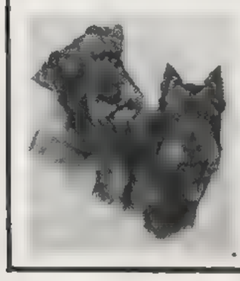
Standard Schnauzers
Young stock from winning sires, black and pepper and salt.
Sons of Jorat at Stud
Myrtle Falcon Cooper
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Evanston, Illinois
University 6883

THE DOG MODE OF VOGUE

It is easy to lose one's heart to the quiet and game little Welshie. Puppies bred by the famous Halcyon Kennels; owned by Mrs. Waller Van Ripper, of Denver

Terrier from Carnarvonshire

"Taffy was a Welshman,
Taffy was a thief,
Taffy came to my house
And stole my heart—not beef."

THESE words, encircling a picture of the head of a typical Welsh Terrier, appear on the cover of the Welsh Terrier Club of America's book of rules, and are evidence of the affection in which the breed is and has been held for some time in America.

The Welsh Terrier is a lovable dog, as all well-dispositioned dogs are, but those who have had considerable experience with Welshies say there is no breed to which you can more quickly lose your heart than that great little terrier from Wales. There is a quiet dignity, without flashiness, about the little terrier from that tight little peninsula of Otters and Badgers. He is no noisy fool, but a dependable companion.

Brainy, good-natured, and game, there is an air of confidence about him which he imparts to his owner. One has no confidence in the bragging man; you feel that sooner or later he will let you down badly. One wants a man who is a quiet, determined sort who says little, but who, if on your side, will be with you through thick and thin. This simile describes the Welsh Terrier. He possesses all the qualities of a first-class companion.

Welshies, being quiet and good-natured, will put up with a good deal before their temper is ruffled. Like all quiet folk who will take a lot before aroused, once overstep the mark and it will take a lot to stop them. Petty jealousies do not enter into their make-up.

The genuine antiquity of Welsh Terriers, as a breed, is quite apart from the English edition, which was called "The Old English Broken-Haired Black-and-Tan Terrier." There is very little doubt that the Welsh Terrier is indigenous to the Principality. As far back as the year 1737, adherents of the breed in Carnarvonshire took great pride in the purity of the breed, many of which were used with great success as Hunt Terriers with packs of both Otter and Foxhounds in North Wales.

Welsh Terriers, records reveal, were first exhibited in Pwllheli, Carnarvonshire, Wales, in (Continued on page 26)

WELSH TERRIERS
Winners for 1940 Club Trophies for Best Welsh Terrier, Best American Bred Bitch and Best American Bred Dog. Distemper inoculated puppies, breeding and show stock usually available. Visitors welcome by appointment.
Write or Phone
HALCYON KENNELS
P. O. Box 281, Goshen, New York. Tel. Goshen 154

Ch. Halcyon Singleton

PORT FORTUNE KENNELS
OSTERVILLE CAPE COD MASS.
Miss J. G. Hinkle, Owner
Daniel Flynn, Manager
Welsh Terriers
Puppies for sale $75.00 up
The American bred Champion Port Fortune Playmate II at stud, fee $35.00.
Note extreme Welsh type and expression which he imparts to all his progeny.
also
LabradorRetrievers
and
Norwich Terriers

Champion Port Fortune Playmate II
Sire: Ch. Halcyon Play Boy
Dam: Glen Antrim Megan

WELSH TERRIERS
Property of the Misses de Coppet.
Ideal Companions for town or country. Attractive puppies for sale by champions out of champions.
Address: Berwyn, Pa.

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Exclusively Since 1917
For Sale
Puppies By This Famous Stud. Also Show Dogs, Brood Bitches and Companion Dogs
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Turn of River Road
Stamford, Conn.

Ch. Walnut Clipper of Freedom at Stud
By Walnut King Nobbler

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Gay, merry aristocrats of superior breeding. For immediate delivery.
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Int. Ch. Newtownards Aristocrat
Irish Terriers
Unusual Companions. Show dogs, bitches, also puppies and youngsters, bred by Champions. Small types.
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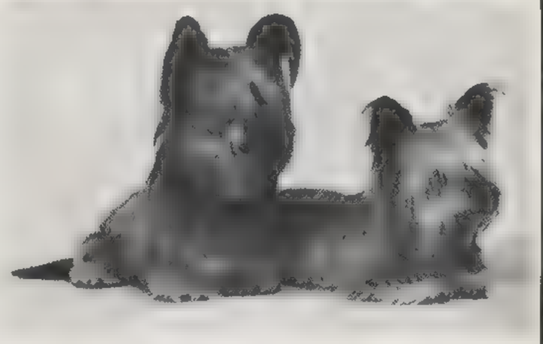
SKYE TERRIERS

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HE NEEDS VITAMINS TO GROW PROPERLY!

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VITAMIN G COMPLEX—Essential for sturdy growth, vigorous health and a thick, glossy coat.
VITAMIN D—(The "Sunshine" Vitamin) With calcium and phosphorus, necessary for sound bones and teeth. Especially necessary for mothers and puppies.

You'll find them all in this package

ADD IT TO PUPPY'S FOOD EVERY DAY

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Exceptional puppies now ready.

Internationally famous for size, type and soundness. Highly prized as family dogs.

Mrs. A. J. Starbuck
R.R.I, Augusta, Michigan

IRISH WOLFHOUNDS

Two superb youngsters for sale. Exceptionally fine male and female eleven months old. From championship stock. A.K.C. registered.

Henry S. Jeanes, Jr.
LAYWELL FARM DEVON, PA.

DALMATIANS
that satisfy
TONKAHOF KENNELS
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Breeders For 20 Years

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Duplex Dresser, $1.00. Extra blades, 5 for 50c. Charts, 25c. Mention breed. If Dealer can't supply order direct. Money back guarantee.

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MAZELAINE, Home of Int. Ch. Dorian v Marienhof, Ch. Utz v Dom, Ch. Just v Dom, Ch. Hermes v Uracher-Wasserfall, and many other famous Show-dogs, offers choice puppies at reasonable prices. Write today.

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Keeps cats away from chairs, curtains, table legs, etc. . . .

Harmless new powder prevents your cat from shedding hairs on furniture or trying his claws on curtains, table legs, etc. Just sprinkle *Pussy-Scat*. Harmless. Invisible. You don't smell it—but your cat does and *stays away*. SEND NO MONEY. Order *Pussy-Scat* C.O.D., $1 plus postage for generous package, several months' supply. Or *send* $1 and *we* pay postage.

Sudbury Laboratory, Box V6, So. Sudbury, Mass.
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Boxers — Riesenschnauzers
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Full pedigree and condition guaranteed

WILSONA KENNELS
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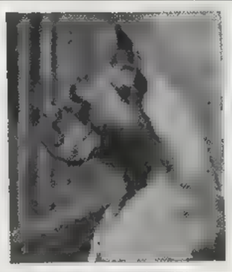

THE DOG MODE

Though it takes much to ruffle the quiet Welsh temper, this little dog is by no means a shirker in a fight. Windermere Roberta; owned by the Misses de Coppet

(Continued from page 25) 1885, at an agricultural show. There were three classes with about thirty entries in each show.

The founding of the Welsh Terrier Club in 1886 soon assisted the breed, and registrations of Welsh Terriers followed. The most famous early example of the breed was Ch. Bangor Dau-Lliw, who won the Bitch Challenge Cup at the Crystal Palace in 1887.

The description and standard of points for the Welsh Terrier give the following specifications:

HEAD: The skull should be flat, and rather wider between the ears than that of the Wire-Haired Fox Terrier. The jaw should be powerful, clean-cut; rather deeper, and more punishing, the head more masculine in appearance than that of the Fox Terrier. The nose should be black in colour.

EARS should be V-shaped, small, set on fairly high, carried forward, close to cheek.

EYES should be small, of a dark hazel colour, expressive and indicating abundant pluck.

NECK should be of moderate length and thickness, slightly arched and sloping gracefully into the shoulders.

BODY: The back should be short, loin strong, and moderate width of chest. Shoulders long, sloping, well set back. Hindquarters strong, thighs muscular and of good length, with hocks

SCOTTISH TERRIERS of "Glenafton"
Signifies Typical Healthy Stock
Puppies, youngsters and grown dogs.
Inspection invited. Dogs inoculated.
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7 Month Old Male & Female
Black and Gray or Tan
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Dept. V 317 Superior St. Toledo, Ohio

OF VOGUE

Having both brains and good-nature, the Welsh Terrier soon gains the confidence of his master. Ch. Penhill Perfect of Harham; owned by Harold M. Florsheim

moderately straight, well let down, and fair amount of bone. Tail set high, not too gaily carried.

LEGS straight and muscular, possessing fair amount of bone, with upright and powerful pasterns. Feet small, round, and catlike.

COAT wiry, hard, very close, and abundant.

COLOUR should be black and tan, or black grizzle and tan, free from black pencilling on toes.

HEIGHT AT SHOULDER, fifteen inches for dogs; bitches proportionately less. Twenty pounds a fair average weight in working condition.

The best way to go about buying a Welsh Terrier or a dog of any breed is to write to some of the kennels advertised in Vogue, where only registered dogs from reliable breeders can be advertised. Incidentally, if you've never bought a dog by mail, you may be surprised to learn that most registered dogs are bought that way. Just tell the breeder the breed, sex, age, size, and colour of the dog you have in mind, the surroundings in which you will keep him, and the price you expect to pay. The breeder will handle all the details.

But should you fail to find advertised here the kind of dog you want, write to us, and we'll help you find him, no obligation on your part. It's just part of Vogue's service to readers. Address: The Dog Mode of Vogue, 420 Lexington Avenue, New York City.

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Dog-Tex is the original proven dog stain eradicator. Ends all embarrassing odors! Prevents rotting and bleaching! Your dog never had a better friend.
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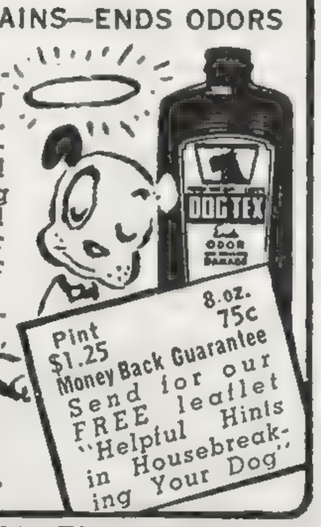

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A wonderful new dog repellent that rain will not wash away. Harmless. Lasts two to three weeks. Ends the dog nuisance in your garden. Try it when other materials have failed. **SEND NO MONEY.** Order *Liquid Chaperone* C.O.D. $1 plus postage for full 12-oz. bottle (or *send* $1 and *we* pay postage)
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Why pay fancy prices for saddlery? Write for free catalog that has saved real money for thousands of horsemen. Contains over 40 bargains in English Saddlery. I ship saddlery on approval. Write today.
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112 W. North Ave., Baltimore, Md.

NAN: The party's hardly started and I look practically bedraggled!

SALLY: See—that's why I buy Tebilized fabrics. They're finished to resist mussing.

Voile of wiltless charm! What—a voile that won't go limp, won't muss or crush? Indeed, yes. Its TEBILIZED finish makes it resist creasing, keeps it petal crisp even in the stickiest weather. That's why smart girls make it a rule to buy only voiles that bear the TEBILIZED tag. This tag is your assurance of tested and approved crease-resistance in all types of cottons, linens, and rayons.

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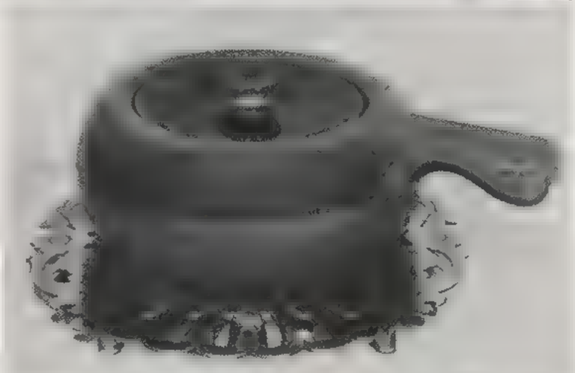

Weddings Ahead!

And here's that wonderfully useful gift—a silver plated adjustable trivet, $9.00. Add to this an oven-proof casserole in color, if you will; turquoise blue, chartreuse, gray, brown, and white too, $2.75. Keep these gifts well in mind!

Mail orders filled promptly

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Wickersham 2-4686

Shop

Bag Idea: Shop-Hound wades into the summer stream of pleasures with all of her worldly beach possessions tied up in a Chinese laundry-bag. You don't have to follow suit, but we suggest that the particular bag we have in mind might make you want to. If you could look into that mind of ours this minute you would see a long-shaped, draw-string bag made all of knotted white string. In the financial section of our brain, you would see a price-tag saying sixty cents, for that is what the bag costs, at the Sam Kee Company, 36 Mott Street (Chinatown).

Dressed Up: The small person at the right is admiring her first bouquet—given her, probably, by some little boy who was overwhelmed by her loveliness in this dress. She is wearing a white crêpe de Chine gown, trimmed with royal-blue embroidery. L. Brogan makes this to order for $26, with embroidery in any colour you wish. The price is slightly higher for older girls, and lower in many other materials, depending on which you select. The address of this famous little shop is 444 Madison Avenue. Make us a child again just for L. Brogan.

Transformation: Well-trained in the matter of listening to Little Birds, we understood this one to mention B. Manuel, and we were glad that he did. Manuel is an expert at making transformations. This is the place to go for stray curls, bangs, pompadours, or whatever, while you're waiting for your own to grow. It's fascinating to watch his artisans at work. Every piece of magic is made by hand, worked onto a fine canvas in the manner of needle-point. The hair-pieces are fitted carefully to your brow, or nape of your neck, or wherever they will be, and are fastened by special small and tenacious barrette clips. We can't go into a discussion of prices, since they vary so. Although the materials are imported, and the work is done by skilled labourers, the prices are gentler than you might suspect. Manuel's domain, a thin, tall house furnished with luxury and his paintings, surprises you by being on Second Avenue. 988 is the number.

Sturdy: June is the classic time for classic shoes, and Frank Brothers, 588 Fifth Avenue, is an excellent place to go for them. The white buck model, which we have posed here below, is piped with brown or navy-blue calf—as you like it. Or you may have yours in alligator-calf. They cost $12.75, and may be found in the English Shop—a miraculously serene room on Franks' fourth floor. Most of the merchandise in this delightful department is of the sturdy sports variety, but there's the more flippant kind of footwear as well, in other departments. Just take your pick.

VOGUE STUDIOS

Hound wades in

Prosit: When you next say "Prosit," say it over this new beer goblet below (left), which holds a whole can-full, though it doesn't look that big. It will cost you sixty-five cents to do so (not counting beer). Or for sixty cents, you may indulge in a glass beer-mug with a red or blue glass handle (below, right). If you have rustic inclinations, you may want a huge wooden mug with brass bindings, and a price of $1.50. If you like to take music with your vitamins, invest in a wooden salad bowl, with a music-box in the shallow base; $6.75 at the Bar-Mart, 56 West Forty-Fifth Street.

Unhidden Treasure: If you want a new game, and a fun one, hunt up the one called Treasure Hunt. You won't have to look far, for it's at Young Books, Inc., in plain view. It is one of those games which involve spelling and speed. With the aid of cards, printed letter blocks, some (fake) Pieces of Eight, and a smattering of intelligence, you'll find it quite diverting, and so will as many as fifteen other people, for any number from two to sixteen can join in the playing. All the essentials (except the intelligence) come packed attractively in a gold pasteboard chest, with little red and black pirates swarming about it. It would make a nice $1 present, and is as apt for children as for grown-ups. The address is 714 Madison Avenue.

Tailored: These pyjamas of heavy beige natural silk are fastened with thick strips of brown pigskin down the front, and circled with a wide pigskin belt. This is one of Jane Romeyn's own designs, yours for $85, at her shop in the Hotel Pierre. Or Miss Romeyn will make this same model up as a day dress for you, for $79.50. The Lucite chair with the gracefully draped back also comes from this shop—on payment of $120. The seat is upholstered in beige plush.

To give you an idea of the less expensive loot here, let us cite the five-piece "Week-End Special" of ribbed sharkskin for $45. Skirt, shorts, long skirt, short skirt, and slacks are included, in one of four delicious pastels. Or any of these pieces may be bought separately.... The négligé department here is comprehensive and compelling—especially a long-sleeved white chiffon nightgown sprinkled all-over with multicoloured dots, like confetti. We would have guessed that it cost more than $15, but Miss Romeyn says not. This shop looks so very elegant that, at first glance, you'd think the merchandise is all terribly expensive. That makes many of the prices all the more of a surprise.

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Specialists in fitting AAAAA to C
8½ 9 9½ 10 10½ 11 11½ 12 add $1
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It's PEZZAZZ

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Women from Portland, Maine, to Portland, Oregon, wear Pezzazz. Your first pair of Pezzazz will recommend more of this wall last oxford so perfectly designed for walking. Four celebrated versions in soft black, brown, blue crocodile calf and white buckskin . . only 8.75

Mars for "Baby" Hair

SUCCESSFUL permanents in soft, fine, silky "baby" hair are being given at the famous MARS Salons at the St. Regis and Hampshire House in New York.

Mars
Fifth Ave. and 55th St., New York.

MARS now makes Formula 55 available to you for easy home treatments. Formula 55—used in the MARS Salons preparatory to giving "baby" hair beautiful permanents — will give your hair the body it requires so that YOUR next permanent will take and last. Send $3.00 for 3 jars.

From The
FOUR CENTURIES SHOP

Sheraton mahogany console, one of a pair from a proud English collection. Circa 1790.

W&J SLOANE
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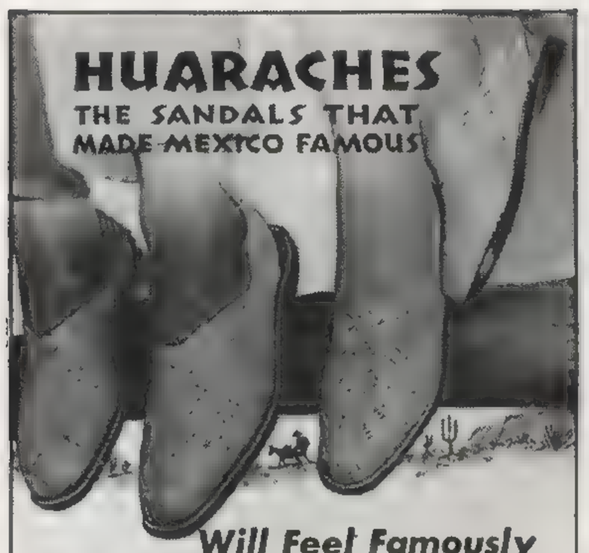

Will Feel Famously Soft and Cool on Your Feet

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Immediate Delivery

No two pairs of imported STEERHIDE Huaraches are ever woven with the same pattern and design. Domestic production has never been able to imitate this. It's a tribute to the Indian Sandal-Maker and the good taste of the wearer.

Handtooled in natural beige leather (also in white, plain weave)

All sizes for men and women
Send foot outline, mention shoe size.

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GEM CIRCUS

Come aboard the bandwagon and collect your favorite animals carved masterfully by Chinese artists from semi-precious stones. Rose quartz elephant, $20.00. . . . Green jade mountain goat, $18.00. . . . Rock crystal turtle, $5.00. . . . Turquoise Foo dog, $12.00. . . . Tinted ivory pheasant, $4.00.

YAMANAKA
680 Fifth Ave., New York
(Between 53rd and 54th Streets)

Gift Problems Solved!

NEW! Full Sham Round Bottom MONOGRAMMED GLASSES

These new glistening crystal clear glasses, gracefully designed with thick rounded bottoms to prevent toppling and tipping, make big hits. Distinctively monogrammed with any 2 or 3 letter deeply hand etched monogram you wish. Perfect wedding, shower, anniversary gift ideas—splendid for your personal extensive summer entertaining.

6 oz.—for Fruit Juice; Cocktails
11 oz.—for Table Use; Highballs
14 oz.—for Iced Tea; Tall Drinks
$3.35 per doz. postpaid

Add 15c per doz. west of Denver. Special 24 piece assortment—8 of each of above sizes—$6.50. Underline initial of last name. Safe free delivery; satisfaction guaranteed or money refunded. 72 hour service. New 20 page catalogue on request. ORDER NOW!

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MEXICALI SANDALS
from south of the border
HANDMADE
of genuine tan buckskin
Solid comfort—fit like a glove.
SEND SHOE SIZE, OUTLINE OF FOOT, AND $2.85
(For men 25c extra)
Also in white elk grain leather for women $3.45
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THE MEXICO CO.
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Calexico California
(Send for folders K and X showing other styles and colors.)

Shop

All-White: The dress at the right is just what your tanned and glowing complexion will be looking for at any moment now. It is of snowy-white waffle-weave piqué, cut so as to cling tightly above the waist and relinquish the skirt into what seems like acres of flowing material.

The bodice bears a cut-out pattern of embroidery; and on the skirt, in random fashion, are scattered large cut-out and embroidered medallions to match. You may take your turn at being a Vision In White by applying at Filer-Machol, at 747 Madison Avenue. Take $50 along with you when you go....For your patriotic daytime activities, we favoured here a silk-and-rayon shirt-waist dress with a white top, red-and-blue banded skirt; $35.

Pearls: Ann Ritz (to whom pearls and their handling are as green peas to you and Shop-Hound) has done more and charming things these last few months. She has developed her own way of stringing cultured pearls in necklaces or bracelets—piercing them many times, so that the whole piece hangs together without any of the silk showing. With real pearls, of course, the story is different—since too many holes in them mars their value.

She's made some enchanting little man and lady good-luck charms, combining almost every known semiprecious stone with seed-pearl arms, and cultured pearl heads, for $10; or she'll work out any fantastic creature, using your stones or her own, and submitting a sketch, for a gentle sum, at 665 Fifth Avenue.

American-Designed: From Tommi Parzinger's now-famous craftsmen come these three fine modern enamel pieces. The background is white, with blue butterflies flitting, and a bit of pale, warm brown in the background. The match-box costs $2.50; the cigarette-cup, $6; and the ash-tray, $8.75. At this attractive 54 East Fifty-Seventh Street haven.

Wings: Wings have always been considered advantageous, and there are now some shoe-trees of the same name. They are tiny, leather-like wedges, treated with a Du Pont process to make them keep their shape. This shape is, at first, rather nebulous, and you must crease them (as per directions) with quite a bit of force the first time. After that, though, they are very well-behaved wings, and fit the shape of your shoes obediently. One of their chief advantages is their packability, since they fold flat in their tiny case when not in use, and are practically weightless. Dunhill will further explain them, on receipt of $1; 620 Fifth Avenue.

Hound wades in

Our Ideal: Hammacher Schlemmer has our ideal road-map case, a triumph of man over meandering. With this device, which you "load" like a camera, you turn handles so that the map rolls forward or backward to keep up with your destination. The map roll is twenty-five feet long, showing in a continuous strip the whole United States, divided in four sections. You can make more detailed maps by cutting up larger maps into strips of this same width (about six and a half inches) and pasting them together. It's about the size and shape of a large folding camera, with the map showing through a transparent cover. $1.50 including map.

VOGUE STUDIOS

Everywoman: This is the sort of bathing-suit that a woman of any age would be happy in. The suit itself is of grey silk jersey, banded at the waist with a contrasting colour. The skirt hangs in loose pleats; the upper part is moulded in a brassière top. Johannah Letz, directress of the Helena Rubinstein Corset Shop, will make it for you in any colour combination which takes your fancy. The price, to order, is $30 or $35. One of the nicest bathing-costumes we've seen for an older woman is this one, with a longer skirt, made all in navy-blue sharkskin, with a knee-length coat boasting two great big pockets and a loose, flaring line.

Not Everyman: Countess Mara, who makes those few-of-a-kind luxurious ties for the luckier of our Male Animals, has put out her own brand of scent, called Copper. Eau de Cologne and Shaving lotion come in squat glass bottles, topped with round wooden stoppers and enmeshed in copper-coloured wire. The scent itself is an alive, un-sissy potion, which is not unpleasing to the female, as well. The After Shaving costs $6.50 in a generous size; the Eau de Cologne, $7.50. At 338 Park Avenue.

Little Red Hen: This sturdy little child is going out to play in her new white linen playsuit. It has a lovely red hen appliqué on the chest, and two small flowers. Around the waist and the shoulders is a trim of red and blue embroidery. The full, flaring skirt buttons on and ties behind.

The sweet thing comes from Natalie, Inc., at 110 East Fifty-Seventh Street. Your own child may have one like it, sewn by hand, for $8.75. It costs a dollar less in crash. And we became absolutely silly about a cotton sun-suit for a very small boy. It's perfectly plain except for the fact that there are varicoloured cut-out animals parading across the chest toward an ark. All good little children deserve a trip to this good little shop.

At Gump's we often dip into ancient themes for exotic beauty. When you visit Gump's, you'll find the influence of our famous Oriental collections bringing beauty and mystery to such exclusive modern creations as these.

● The Imperial Chinese metallic brocade jacket 125.00
Carved tourmaline choker 175.00
Tourmaline ring—12.50

Write for Gump's booklet "Rendezvous with Romance" Address: Gump's Jade Room, 250 Post Street, San Francisco, Calif.

GUMP'S

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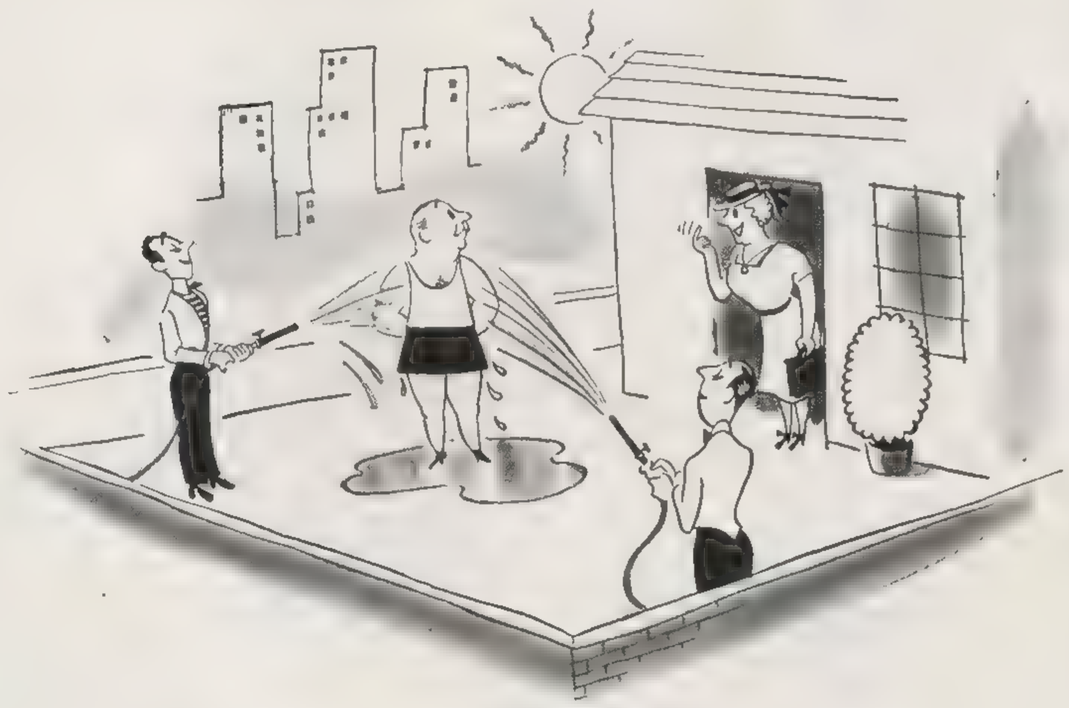
Art collections which make every visit an adventure



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In these cool and spacious rooms you may live comfortably and sleep restfully, undisturbed by either outside heat or noise. But they are in great demand — and there are only 300 of these rooms.

Though the Summer comfort of air conditioned rooms is really "priceless," our usual moderate rates prevail.

THE St. Regis

FIFTH AVENUE AT 55TH STREET
NEW YORK

BARBARA GOT MARRIED ON A BUDGET

For their own twin beds Barbara bought 6 plain hem and 6 hemstitched sheets, with 12 hemstitched cases. For the guestroom's twin beds she bought 6 colored-hem and 6 plain white sheets with 12 colored-hem cases. All Wamsutta *Supercale*. **Total $125.70.**

WAMSUTTA
Supercale Sheets

ASK TO SEE NEW "*SOMERSET*" TOWELS SPONSORED BY WAMSUTTA

"So, on a budget, Babs, you buy Wamsutta sheets. Smart girl!"

BARBARA: "Well, I've always wanted Wamsutta *Supercale*. My friends all rave about it so. And they *are* lovely sheets."

BOB: "I'll say! But weren't there any sales you could have saved money on?"

BARBARA: "That's just the trouble, Bob. There were all kinds of sales and all kinds of percales. . . . But when I asked about Wamsutta they'd say "*Supercale?* Of course, *that's* just like sterling silver."

BOB: "Tops, in other words."

BARBARA: "Yes. All the people in the stores say it's their finest quality. Fine and smooth, but long-wearing, too. It's on account of something called Equi-Tension."

NOTE: EQUI-TENSION* *is an exclusive Wamsutta process which helps to give Supercale* sheets a more even weave and greater tensile strength to resist wear.*
**Trade-marks registered U. S. Patent Office.*

Bride or not, you should have "A Guide for the Bride" to help you estimate your sheet needs for any size of home. Enclose 30 cents and we will send you a Wamsutta *Supercale* boudoir pillow case (12″ x 18″), a regular 65-cent value. *Not sold in stores.* Address: Dept. V-3, WAMSUTTA MILLS, New Bedford, Massachusetts.

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THERE ARE THREE VOGUES:
AMERICAN, FRENCH, and BRITISH

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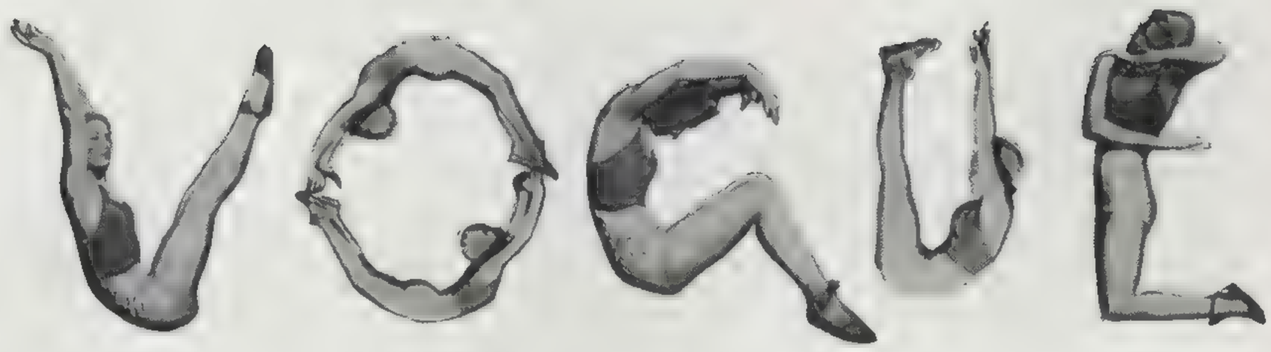

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INCORPORATING VANITY FAIR

JUNE 1, 1940

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On the diver who folds herself into a V for Vogue—a little-boy suit of Crown-tested Rayon with "Lastex," by Brigance, with Joyce shoes to match. The same suit, in different colours, spells out "Vogue." Lord and Taylor

© 1940 Caron Corporation.

Vogue's-eye view of summer

OVER her eyes—elfin Harlequin dimmers that recently won one of Lord and Taylor's $1000 design awards. Altina Sanders designed them, and Lugene has them. Behind those glasses, eyes that see everything. For as a woman sees, so will she look. She sees herein fifty new bathing-suits—seeing at the same time herself, her own architecture. She sees ballerina skirts and bare waists—seeing first (we hope) her own legs and midriff. She sees the new pompadours; new bonnets; new Victorian shawls—she first saw the latter in Vogue, July 1, 1939.

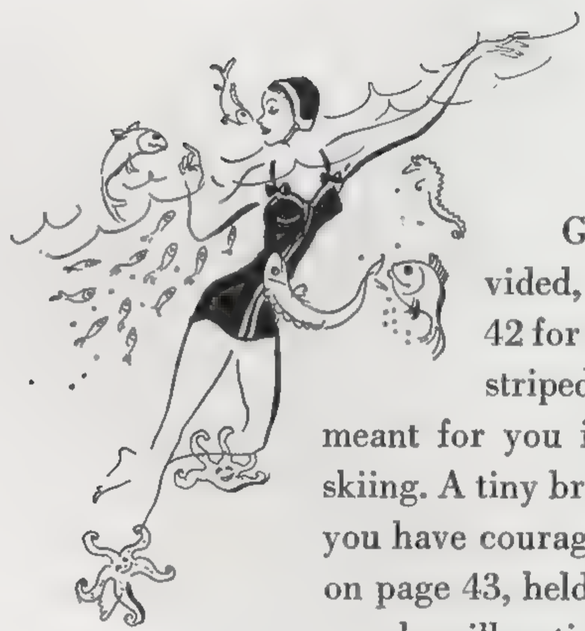
Little escapes her. She sees coming out of Paris, despite all, charming Mid-Season clothes. She notices that pink rose Molyneux thrusts in a belt; the profusion of pleats, cotton handkerchief hats, so much cotton Paris must look like a summer resort. She sees creeping in the words lavender, confetti-pink lipstick, honey skin finish, bronze-beauty-balm. She sees how a ranch will stretch her children's legs and lungs. And, to keep her eyes momentarily off head-lines, she looks up timetables for the blue Algoma Hills, on the north shore of Lake Superior, where only trout disturb tranquillity.

WITH A BOW TO SUMMER

Your old love the shirt-waist.
Your new love the knee-high skirt.
Sandy beige rayon. Peck and Peck

THE BEACH, 1940

Do go this way



Go bare-waisted on the sunniest, laziest days. (Provided, of course, you have a sleek, flat midriff.) Look to page 42 for two scant-topped, full-skirted versions, one dotted, one striped. See the bare, stripped-to-essentials suit on page 48, meant for you if you like speed swimming and super-active water-skiing. A tiny brassière top, a pair of maillot trunks—that's all. And if you have courage—backed by a divine figure—the next-to-nudity suit on page 43, held by a system of pulleys. It's of printed silk. (Not that people will notice that till later.)

Choose a full, above-the-knee skirt for frolicking on the beach. On the opposite page, a brief-skirted shirt-waist—the fullness released from a profusion of pleats. Be sighted on the beach in a knee-high piqué skirt (page 70) topped by a brown-striped pull-over. Or the white sharkskin skirt—short as a ten-year-old's—and shirt on the same page.

Go overboard for a ballerina bathing-suit. Ever since Zorina, ballerina fashions have been a rising tide. (You saw them, wore them perhaps, at Palm Beach.) Now they're at their crest. Go down to the sea in, perhaps, the tiny-waisted yellow jersey suit on page 47. Or a bare-waisted version—two on page 42.

Put on bonnet and shawl for the beach. Those Victorian props are beguiling as ever, in 1940. Sometimes they go with very current bare-middle bathing-suits. (Page 49.) A plaid gingham shawl over a kiltie suit. A pink-and-white flowered shawl over a suit to match. Pretty straw bonnets on each head. Shawls go elsewhere on the water-front, too. Lunch in a white piqué dress sheltered with a red, green, and white checked challis shawl. (Page 50.) Or drift out in the evening, your pale pink chiffon dress folded in a black Chantilly lace shawl (you can see how you'll look on page 51).

Love white. White for swimming, whiter than whitecaps. Maybe the clinging white piqué and "Lastex" suit on page 39, worn with the very new, very long kite-tail cap. Maybe a frilly piqué suit, childish as a sand-pail, mainly for sitting decoratively about. (Page 47.) White for lunching or a trip to town—the brass-buttoned white piqué dress on page 70. White under a white seaside moon—the languorous, long-sleeved eyelet batiste on page 71.

Plunge into colour. It plays up white. It plays up you. Splash into the surf in pale blue, sea-shell pink, water-green, sunny yellow. (Pages 46 and 47.) Make a dive for stripes—the blue-and-white suit on the cover; the red-and-white one on page 48. Have a beach-coat in creamy beige that melts into your honey coloured sun-tan. Team brown with white, a fine 1940 tandem—afloat or ashore.

Take this way to the beach.

TONI FRISSELL

The beach.. don't go this way

Don't fail to make a campaign of buying your bathing-suit. Do take off your girdle before you try on—it's likely to give you delusions of grandeur about your figure, and how can you get the effect of a suit if garters show? Part with your shoes, too. Two or three inches of heel-height are likely to change your proportions.

Don't look only at the front view of yourself in your suit. Face facts and figures. Beware the Rippling Tummy, the Substantial Posterior (side view). Flee from the suit that is merciless to Wing Shoulder-Blades and String-of-Beads Vertebræ (back view).

Don't make the mistake of buying a suit a couple of sizes too small, meanwhile telling yourself, "By the time I wear this suit, I will have dieted off those seven pounds." Look yourself in the eye, too.

Don't spoil the looks of your perfect half-gainer with a fluffy-ruffles, cutie-pie suit. If your diving is of stop-and-look calibre, get a suit that gives you a knife-clean silhouette. (Pages 98 and 99.)

Don't go in for violent water sports in a suit with trick fastenings that are likely to come undone just as you start making the turn on an aquaplane or are sprinting the last twenty yards to the float. You can't take five minutes off in the midst of things to adjust a slipping strap, or retrieve a departing pair of shorts.

Don't overdo the little-girl angle when you're chronologically or anatomically unsuited. There *do* exist suits that are kind to less-than-perfect proportions. They *are* pretty. See pages 92 and 93.

Don't buy a striped suit solely because Stripes are Being Worn, with blissful disregard for their fool-the-eye tricks. Stripes can be a hazard or a joy. North-to-south ones slenderize. East-to-west ones, just the opposite. Whatever your architecture, stripes *can* be your friends. (Page 48.)

Don't fall for a white bathing-suit under the following circumstances: (a) If you're the white-skinned, non-tanning type. You'll look underdone. (b) If you're the black-browed variety and tan mahogany colour. You'll look like a bandit. (c) If you're planning to do your swimming in a little Connecticut brook, with your beach a grassy bank. Grass, unfortunately, comes off on you. How about a grass-green suit?

Don't buy just any old bathing-cap. Try them on like hats. Avoid the eclipsing kind that slips down over the bridge of your nose. Avoid the high-riding kind that puffs with air at the top and sits on your head like a baker's cap. If your swimming is confined to playful splashing and dog-paddling, solve the cap problem with a becoming turban.

Don't sun-bake all day in a suit with a fancy neck-line. This is especially sinister when done the day of a party, because once you're branded, you're branded for some time.

Don't stop at one bathing-suit. Let's see. A ballerina suit. A swimming sheath. A rubber suit. A bare-waisted suit. And an evening bathing-suit-dress team, under the big stars.

ANDRÉ DE DIÉNES

KITE-TAIL CAP

New beach headgear—this flyaway cap. White piqué and "Lastex" suit designed by Brigance. Lord and Taylor

STEICHEN

Aquabelles

• For the second year, Billy Rose's pretty swimming Aquabelles are ranking Lorelei of the World's Fair. Thousands nightly see them wheel in accurate formations, kicking up tinted spray. Here are Aquabelles rehearsing on land in suits you might wear. • First: Apron suit; blue, white rayon. $22.95. Bonwit Teller. Second: Princesse suit; white, red piqué. $7.95. Peck and Peck. Third: Dressmaker suit of red-and-white wool. $7.95. B. V. D. suit. Fourth: Long-torso suit, blue Celanese rayon jersey. $7.98. Macy's.

in water colours

• Bathing-suits are the Aquabelles' regimentals. Though they wear identical sheaths when they line up for a performance, they—like you—like to be unregimented on the beach. Like this:
• First: Coat suit of red rayon sharkskin. $29.95. Jay-Thorpe.
Second: Ballerina suit of green-and-white rayon. $10.95. Best.
Third: Long-torso suit; red-and-green rayon. $8.95. De Pinna.
Fourth: Jantzen classic of blue Water-Velva. $6.95. Bloomingdale.
Fifth: Dressmaker suit of Truhu silk. $12.95. Saks-Fifth Avenue.

Some like them scant

THE SPARE-RIBBED SUIT, very scant of bodice, very short of skirt. For you if you have a beautiful, taut waist-line. Pink-and-blue dotted Everfast piqué. $14.95. Stern's

THE BARE-WAISTED BALLERINA SUIT, with the famous full, spinning skirt. Brassière top and skirt are of blue-and-white Celanese rayon jersey. $10.95. Bonwit Teller

THE TWO-PIECE SUIT with the longer bodice —you can tuck up the top and make it bare-waisted. Printed rayon top, yellow sharkskin skirt. $14.95. Lord and Taylor

THE BAREST SUIT this season has seen—its daring bodice shirred on a draw-string, its neck-line V'ed to the waist. Red-and-white printed silk surah. $19.95. Jay-Thorpe

THE SPARE-RIBBED SUIT

THE BARE-WAISTED BALLERINA SUIT

THE TWO-PIECE SUIT

THE BAREST SUIT

ANDRÉ DE DIÉNES

CAUTIONARY TALES

...for sun addicts

THERE is every indication that, this summer, American skins are in for a thorough toasting—or a reasonable facsimile thereof. One of the chief indications of an intention to tan more deeply than usual is the fact that more light blue bathing-suits (like the one you see opposite) have been sold this summer than any other colour. And what woman goes forth and buys a light blue bathing-suit, unless she intends to tan deeply? The other favourite bathing-suit colours are red, white, and brown.

The conclusion is obvious. So, Vogue, herewith, rounds up all the requisites for tanning, or for appearing to tan. For, mercifully, the cosmetic houses, aware of your intentions, have lessened the danger in several ways.

If your skin burns easily, remember that Dorothy Gray's "Sunburn Cream" is a tried and proved favourite for people with fair, sensitive skins. If you don't want it to show, here is a trick. Use the lotion as a foundation, then blot on your powder. Put on your lipstick, and powder over *that*. Then, pour a little of the lotion into your hands, rub your hands together, and pat your face—over lipstick, powder, everything. You'll look beautifully un-made-up.

Carolyn Nelson offers you three different preparations to foil sunburn—two of these sun protectives, "Sun Lotion" and "Sun Oil," encourage tanning, and the third, called "Sun Screen," discourages it.

IF you're the type that doesn't burn too happily, you've probably noticed that, in the bright sun, every imperfection of your skin is exaggerated, and your skin turns a rather sickening fish-white. Germaine Monteil has just the trick for you. It is "Bronzé Beauty Balm," which has all the softening, moistening effects of their regular Beauty Balm, with colour added. Pat it on and let it dry—and you'll find yourself possessor of a warm, ruddy, gold tan. Monteil has several other sun preparations, all of which are exceptionally good.

To make beach life simple, Frances Denney's un-oily "Tan and Protect" sun lotion has been made into a new form called "Sun Dabs"—little pads, impregnated with the lotion, which are large enough so that two will spread protection over your whole body.

The brightest subterfuge is to give you a sunburn protection, which is tinted as well. This means that you look tan while you're getting tan, and that you don't go through those first few days of feeling naked—those dangerous days when you stay out in the sun far too long, trying to catch up with the others. Elizabeth Arden has packed her tinted-tan-inducer into little capsules (like the grandpa of your vitamin pills), called "Sun-Tan Oil Caps," which are easy to carry about—and un-messy to apply. They come in two shades, "Honey," which we show you on the right, and a deeper tone, called "Café."

If you really *are* going to tan deeply this summer, watch your lipstick colours. The brown-reds are good with a light almond tan—but they look too hot and sultry with a deeper colour. Purple, of course, looks frightful with any tan. Pastel lipsticks are a pleasant surprise with a gold tan, and occasionally very dramatic with a deep tan, if your eyes are light. By and large, the true bright reds, the bluish reds, and the scarlets are your best bets. Elizabeth Arden's "Candy Cane" is both bright and light—and perfect with pale blue bathing-suits. Revlon's "Pink Lemonade," in lipstick and polish, is perfect with a light tan.

IN the summer, every one needs a minimum of three shades of powder—a red-brown, a yellow-brown, and one lighter shade. If you only get your sun-bathing on Saturdays and Sundays (when it doesn't rain), you'll find that you fade, and tend to lighten during the week. Use the lightest powder for evening, and with odd, difficult-to-wear colours.

Please protect your hair. Those little "red lights" that appear, and which you find so enchanting, are really red danger signs. They mean that the natural oils are being dried out—and you're encouraging premature grey hair. Ogilvie Sisters' "Protecsun" is a good hair protector. Use it frequently, and as directed. Also, don't shampoo the life out of your hair—once every ten days is enough. Remove perspiration and salt-water stickiness with Ogilvie Sisters' "Special Hair Preparation." You'll feel clean and sweet, and your hair will keep its life.

DON'T forget to carry a tiny vial of eye-drops with you. Your eyes usually smart after swimming, and, if you use drops the minute you come out, you'll avoid red, bloodshot eyes. Try vaseline on your lashes. When you're in the water, it will make every lash stand alone. If you want to look bumptiously healthy, use Primrose House "Goggle Cream" instead of rouge. It looks very brown in the pot, but it blends into your skin and makes your cheeks look sun-warmed. Use it for eye-shadow, too. Of course, it's intended to be used to cover those light crescents under your eyes that were protected by your sun-glasses.

Have your oculist make up your own prescription in sun-glasses. Even if you have the eyes of a Viking, go to an oculist for your sun-glasses, anyway. Let him prescribe the colour you should have, and remember that it is really *bad* to wear cheap sun-glasses. Nothing but lenses that have been ground should cross the bridge of your nose.

HORST

In you go... midriff bare

One of the prettiest new bare-waisted suits. Rayon sharkskin, about $25; Bonwit Teller; I. Magnin. Skin tint by Elizabeth Arden's "Honey" Sun Tan Oil

In you go...

...in blue or pink

...in

THE LONG TORSO LINE—just as in street clothes—for a Celanese rayon jersey suit. Under $10. Best; Neiman-Marcus

THE BALLERINA SUIT, to make you look like a Zorina-of-the-beach, with its whirling skirt. Printed cotton. About $7. Best

BLUE LOBSTERS on a rayon sharkskin suit. The skirt is slim and short, like a charioteer's. Under $23. Best; Ransohoffs

THE BARE-MIDDLE SUIT, paradoxically modest in its back and sleeves. Celanese rayon jersey. Under $11. Best; I. Magnin

THE RUBBER SUIT—the young look for it every year—here, with flowered bodice; turban. Kleinert suit. Under $5. Altman

A SHEATH of cotton and "Lastex." Over it goes the evening dress (on her arm). About $40. Lord and Taylor; Neiman-Marcus

white ...in yellow or green

BABY FRILLS on a piqué suit, mostly for the beach. Under $15. Brigance design at Lord and Taylor; Bullock's-Wilshire

DRESSMAKER SUIT of striped cotton piqué, with a skirt fullness that will disguise any hippiness. Under $7. Best; I. Magnin

BALLERINA SUIT of rayon jersey, with a sculpturing top, a "Lastex" waistband, a little skirt. About $10. Saks-Fifth Avenue

HORST

A TOP AND SKIRT SUIT, bare-waisted; rayon and "Lastex." Under $20. Brigance design; Lord and Taylor; Marshall Field

FAMOUS NAVY-GREEN for a rayon jersey suit. Shading it, a Deauville hat with ribbons. Suit, about $16. Hat, about $5. Best

TWO FOR THE SHORE—two-colour halter bathing-suit, box-coat to toss on after a dip. Rayon sharkskin. About $53. Best

In you go....

...in stripes

BLAZER STRIPES go chevron-wise in the long torso, vertically in the skirt. Result: a look of slender height. Rayon sharkskin. About $25. Best; I. Magnin

HORST

PAINT-BRUSH STRIPES on the rayon jersey bodice. Skirt, tights of rayon with "Lastex." Under $15. Brigance suit; Lord and Taylor; Marshall Field

PIN-STRIPES on this scantiest of suits. Brief brassière; brief maillot trunks. Rayon satin with "Lastex." Under $4. John Wanamaker

CABAÑA STRIPES for a Greek-drapery suit of rayon jersey. Most becoming to a sparse figure. It costs approximately $13 at Saks-Fifth Avenue

On the shore....

DE MOLAS

in bonnet and shawl

This way to the beach. In eye-shading, curl-covering bonnets. In sun-shielding shawls over scant suits. The first costume of plaid gingham. The second, pink-and-white cotton. Each under $8. Best; Marshall Field; I. Magnin. Straw bonnets; Best

BONNETS

Early inkling of shawls—one of paillettes, one of lace, in Vogue last July. Then, Maggy Rouff's wool one, in Vogue last March. They were the vanguard. Here come shawls.
• First: Hand-crocheted white wool shawl; $8.95. Blue rayon bonnet; $12.50. Blue dress; $35. Saks-Fifth Avenue
• Second: Bright-checked wool challis shawl; $7.50. Rayon bonnet; $1.50. Piqué dress; $7.95. Peck and Peck
• Third: Pink-and-white linen shawl, pink linen dress, together, $36.75. Natural Tuscan bonnet, under $10. Macy's

AND SHAWLS

Go shawled and bonneted by night. In frail, lacy shawls draped around sheer, sheer evening dresses. In bonnet bandeaus that are little more than pretty flower knots.
• First, a Goya shawl of black Chantilly lace, folded into a triangle. $15. Let it glimmer over pink chiffon. A bonnet of pink roses, about $6. Bonwit Teller; Neiman-Marcus
• Second: A triangle shawl of white crocheted silk, with knotted fringe. $25. Toss it over black chiffon. Bonnet of dogwood, about $2.50. At Bonwit Teller; L. S. Ayres

Paris Mid-season Collections

ALBOUY COTTON TURBAN, I. MAGNIN

ANDRÉ DURST

COTTON HANDKERCHIEF HATS
The summer turbans Paris loves.
By Albouy, a talented young designer.
First gay print, Lord and Taylor.
Second checked gingham, Bonwit Teller

PARIS couturiers are adapting their collections to the changing scene of Paris life. Non-existent this year is the glamorous June season, with ball dresses to deliver at the last moment, beautiful picture hats to create for garden-parties, special costumes for night-racing, varied wardrobes to make for summer departures. Paris is prepared to find its resort life in the Bois de Boulogne. The great couturiers have turned their talents to creating Paris versions of sports dresses for town, with the fashion accent on cotton and linen.

Already fashionable heads have a cool, informal, summery look in those gay printed cotton handkerchief hats that Albouy, a new masculine milliner, has made for so many smart Paris women.

Schiaparelli, with a practical eye, has filled her collection with removable, washable details that make you think of crisp slip-covers in a summer house. There are removable white linen hat crowns, jacket lapels, and belts. And with an eye to charm, she shows starched white linen or lace choir-boy jackets over dark evening sheaths that defy the most wilting effects of weather.

The shirt-waist dress is in its glory, treated with respect by Lelong, Piguet, Lanvin, and Molyneux. (The latter has tried every size and variety of pleats in his skirts.) They are simple clothes that button easily up the front, with skirts that swing easily around the hips. The skirt and blouse of Balenciaga's prize linen sports town dress is held comfortably together by a wide knitted waistband. There are ginghams, printed cottons, and linens, newcomers for Paris town wear, which are enjoying beginners' luck. While Paris silk goes into parachutes, cotton steps into Paris chic.

The light touch is always there. Look for Balenciaga's eyelet-embroidered camisoles that you wear outside your evening dress. Look for Schiaparelli's big safety-pin fasteners. Think about concentrating this summer on blue-greys and lavenders—lavender above all. Consider the cool delight of Perugia's straw shoes on hot summer streets, the flattery of Agnès big, printed crêpe sailors to wear with plain-coloured light or dark dresses. And remember that Paris hasn't forgotten how to make or to wear beautiful evening dresses, as you can see from the Paquin on the facing page.

Filmy and French

Paquin's covered-up dress of white lace and chiffon. Imported by Bergdorf Goodman

PHOTOGRAPHED AT THE BAR IN CAPTAIN MOLYNEUX'S OWN HOUSE

AGNETA FISCHER

From the Paris Mid-Seasons

Three Molyneux's—two of them pleated.
First: A box-pleated, two-piece dress of black-and-lavender crêpe...reenter lavender!
Second: Black-and-white linen suit and sweater.
Third: Pink-and-grey linen suit—knife-pleated.
All three are imported by Henri Bendel

Paris proposes—

A Summer of Pleats

Paris this June is like a resort.
Every one in shirt-waist dresses.
Above—Molyneux's sun-pleated yellow rayon

ALL PHOTOGRAPHS TAKEN IN MOLYNEUX'S HOUSE

Pleats and more pleats from Molyneux.
Box-pleated yellow-and-black surah.
Black crêpe—a rose in the belt; Henri Bendel

Box-pleats on Molyneux's shirt-waist
dress of black-and-white rayon.
(Note the Renoir on Molyneux's piano)

....you, the bride

The wedding-day is set. . . .

You engrave it on your mind. You have it engraved on your invitations and announcements. They might well be the new petal-white ones designed by Crane. (Newer than ivory; just as correct.) The invitation shown above is the fold-over style—or you can have the classic non-folding kind.... And when the wedding gifts begin arriving, choose a fine white note-paper for your formal thank-you's. Crane makes several that will stand the bride in good stead. Invitations and note-paper at Black, Starr and Frost Gorham.

The bride chooses, for herself. . . .

If you're getting married in a little country church, or under an arbour in a garden—the dress on the opposite page. It makes you as memorable a bride as ever said "I do." If you're having a church or home wedding, with the ancestral dress, see if you can find an ancestral silk shawl to wear with it. That failing, perhaps the crocheted white silk one on page 51. And on your head-in-the-clouds—one of the little bonnet-bandeaus of dogwood.

The bride chooses, for her bridesmaids. . . .

Light, floating cottons, if you're being married in organdie. Consider the drifting eyelet batiste dress on page 71—to be worn with coloured ribbon sashes and flower head-dresses. If you decide to wear a shawl, you might have your bridesmaids wear little pastel shawls, with the maid of honour's in a different colour—perhaps letting them be your gift to your attendants.

The wedding guests will wear. . . .

Likely as not, one of the lovely new dresses from the Paris Mid-Seasons. The slim black *chemisier* crêpe on page 55, with a pink georgette hat and a pink rose thrust through the belt. The grey-and-pink printed linen costume on page 54. The pale yellow crêpe on page 55, finely pleated, topped with a burnt straw hat. And with it, if it is a country wedding, the formal white reefer on page 65.

The bride will be beautiful. . . .

All brides are. To make sure, you'll have a permanent wave two weeks ahead, a facial a day ahead. You'll wear light lipstick—Lenthéric's "Confetti Pink"; Elizabeth Arden's "Candy Cane"; Helena Rubinstein's "Opalescent." You'll go over your make-up with cotton wrung out in skin-tonic for a translucent look. Your eye-shadow will match your eyes. As you walk to the altar, you'll trail a tender, lingering floral fragrance—perhaps Millot's "Recital."

The bride will choose, for her trousseau. . . .

Bathing-suits galore. For moonlight dips, the bathing-suit-evening-dress team on page 46. For daytime, the pale blue suit on page 45. The beach coat of terry-cloth, cut like a polo coat. (Page 65.) White spectator and Sunday-lunch dresses. (Page 70.) Cotton-handkerchief hats from Paris. (Page 52.) Winning bonnet-and-shawl combinations. (Pages 50 and 51.) And for the supreme evening dress, the long-sleeved, lacy white chiffon illusion on page 53.

HORST • CONDÉ NAST ENGRAVING

June Bride

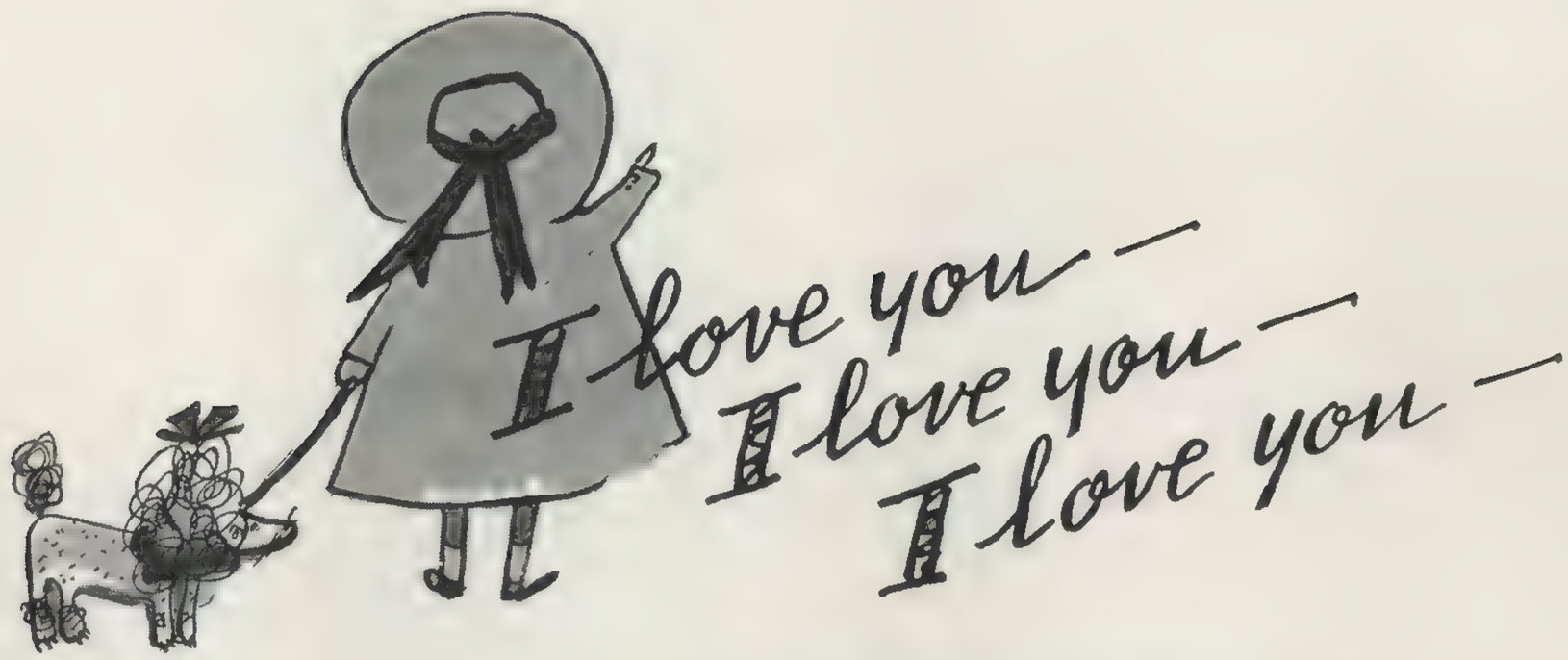
She will marry in June. In a little country church. In a beguiling organdie bonnet framed with flowers. In a billowing organdie dress, chintz-banded. Designed by Herman Patrick Tappé. Flowers; Constance Spry. Lenthéric's "Confetti Pink" lipstick

Portrait of a Paris Square

LUDWIG BEMELMANS has drawn here a nostalgic memory of the Place Vendôme "before the trouble." In this painting, he has put his four-year-old daughter, Barbara, heroine of the fantastic adventure which he has told in the article on the opposite page.

Barbara is the little girl in the yellow dress and the big yellow hat, holding on a leash her white dog with a big red bow. Clasping her hand is a charming, small-scale crook, the owner of the lightest fingers and the skinniest legs in Paris.

At the moment, Mr. Bemelmans is about to go to Ecuador. In the past three years, he has had a lightning success with his books for children, his books about hotels, and his books of short stories—all filled with a magpie collection of characters, all essentially autobiographic, all shot through with a maddened whimsy and a fanatical common sense.



Ludwig Bemelmans recounts here the educational adventure in Paris of his three-year-old daughter, Barbara

SHE came over and into my bed and leaned her ash-blond head on my new, *framboise* coloured twelve-fifty Saks-Fifth Avenue pyjamas, and then in the cadences of Leslie Howard, with her eyes on my lips, in three distinct shadings, soft, softer, and the last words in an almost inaudible whispered tone, she said, "I love you, I love you, I will always love you." And she added, "I hope you will take me back to Paris when the trouble is over and when the *Normandie* is painted new again."

I said that I hoped I could soon, that I hoped all the boats would be painted new again soon, and to myself I said that I hoped also that she would be able to say "I love you, I love you, I will always love you" exactly as she had said it, on the stage, because then she would be a great actress. But I am afraid that, instead, my daughter Barbara will be the pen pal of some future desperado, or, if we're very lucky, the *châtelaine* of Alcatraz, or Sing Sing.

Barbara is now three and a half years old—most of her life has been spent in Europe; she has also been in Chile, Peru, Ecuador, and Cuba. She knows the captains of at least half a dozen liners. Everywhere she has met nice people and left them nicely alone—and everywhere, with the nose of a Chesapeake Bay retriever, she has found out and attached herself immediately to some socially maladjusted individual.

IN Paris, Barbara formed an underworld friendship with a backstairs Villon, whose name was Georges. We had two friends by that name. One was Bon Georges, the other bad Georges. Bon Georges is Georges Reyer, the novelist and writer for the *Paris Soir;* he had introduced me to bad Georges, who was "*un chef de bande sinistre.*" Bad Georges was my guide to Paris at night, and he assisted me in some reportage.

Once after a long all-night tour, we were sitting in my room about nine o'clock when there was a knock at the door. Barbara was up and came in and said that two men were outside looking for Georges. Georges' hand closed around my wrist, and he said, "Remember, I have been with you all night." The men came in, and I told them truthfully that Georges had been with me all night.

They were surprised and said to me to be very certain of that; then they said, "*C'est une affaire extrèmement grave.*" The one with the beard who said that seemed to love this phrase—he repeated it several times. They left without taking Georges with them. Georges said a prayer after they were gone and offered me back my watch—a watch which I had missed the first day I met him. He said he had been sorry about it all along. I thanked him. Barbara said that it was "*Une affaire extrèmement grave,*" and Georges said, "Ah, you are so right, most *extrèmement grave.*"

I wanted at the time to get a nurse for Barbara, to take her to the park and to watch out for her. Several applicants came, but Barbara did not want a nurse. Georges, who was always with us, could be her nurse, she said. I told her that men were not nurses, but she said they were; she had seen the little daughter of an Indian Maharaja who lived in the hotel go out with a nurse who was a man, wore a turban and a beard, and played with the little dark-skinned child in the Champs-Élysées. Georges said he loved no one better than Barbara, but I said no.

WE walked out of the Ritz on the Rue Cambon side, up toward the Madeleine. There is on the right-hand side a toy-shop. In this toy-shop, Barbara saw a small statue of Napoleon on horseback, brightly painted in the manner of a toy soldier, which she wanted.

Barbara has methods in stating a claim that put the propaganda of Doktor Goebbels to shame. Here is the work she did on Napoleon: "Papa promised Barbara a toy—please buy a toy for Barbara, Barbara wants a toy, a toy for Barbara, Barbara wants the little soldier on the horse, please buy the soldier—Mama said Barbara could have a toy, please buy a toy for Barbara."

This nasal singsong text, wailed off-key like reedy, Oriental beggar music, is repeated for three hours. It is like having two peanut whistles tied to your ears; after a while one does not hear the words any more, just the music, but there is also a grip on the trousers, pushing and pulling, and tears are in readiness for the final effect.

"All right, Barbara, we'll go back and buy the little soldier if you only stop this, if you promise to be quiet."

"Don't be a fool," said Georges. "Don't be a fool and buy it. I will steal it for her."

We had arrived near the Madeleine, and I asked whether we could sit down and have a drink and an ice-cream before we went back to buy the Napoleon. Barbara weighed this for a moment and then agreed. Georges said he had to go somewhere and excused himself. He was back by the time (Continued on page 104)

The pompadour sweeps to the front

Waves and pompadours, the "hair-raising" news for summer heads

EVERY summer there's a little independent flurry in the coiffure world. It's as if hair suddenly, and of its own volition, undulated into new and self-determined shapes. This summer, after a winter of bangs and baroque coils on the brow, waves and the "self-rising" pompadour suddenly appear to lift hair off the forehead.... Every one is admitting that both bonnets and "backward" hats *need* the lift of hair in front. Every one is realizing how simple the waved pompadour is to manage.

ABOVE: André, of Richard Hudnut, did this forward-flung coiffure indented by diamond slides from Van Cleef and Arpels.

OPPOSITE: Antoine of Saks-Fifth Avenue created the softly waved pompadour for the lady in the red jersey dress (Salon Moderne, Saks-Fifth Avenue), who fingers an ivy clip with a diamond stem, by Verdura

HORST

Waves break the surface of a pompadour

Vogue asked a famous novelist and a distinguished journalist to write these profiles of the places they love

Canada — a tonic

By the blue Algoma Hills by Morley Callaghan

THE way the Algoma Hills on the north shore of Lake Superior looked the first time I saw them still stays with me, and anything seen of them since has only deepened that first impression. The steamer from Sault Sainte Marie takes you up to Michipicoten Harbour. That time we were heading for a tent on a rocky point near the mouth of the Michipicoten River, which is a few miles along shore from the harbour.

It was late in the afternoon when we reached the harbour. At the dock there was a store and a shed and a government warehouse and a dirt road leading back through the wooded hills. On a small sandy beach, littered with washed-up and sun-baked wood, five round, squat Ojibway Indian women sat huddled together on a log, their black shawls over their shoulders.

A half-breed with an old motor-boat he used for trolling on the lake came along and told us he was sure he could find the tent we were looking for on the point by the river, so we got into the boat. We passed great black slabs of rock jutting out in the lake. The whole country seemed to be solid black rock covered with enough surface earth for vegetation.

From out on the lake you can look up the wide valleys at the hills, and the first sight leaves you breathless. The hills are like great cones with vast, wooded slopes, bare in patches where there had been a fire, and the sunlight was gleaming on bare dry boughs: the timber looked just like scrub on the great hills; where it had been burned to the rock, it stuck out stiffly like a jumble of match-sticks, but beneath this burned timber was always the rock, great slabs of quartz and basalt and granite, and the peaks, shining white in the sunlight, looked like immense rugged cathedrals with dark crevices for decorative patterns.

But the sense of grandeur that envelopes you as you look up the valleys is almost too inexorable to stand: it seems to be crushing and destroying your own identity as a living thing. By the time we had reached the point by the river, the sun was going down, and it was almost a relief. There are wild, splashing operatic sunsets other places in the world; and this was the kind of a show you expected and can take. But as soon as we had made a fire and had eaten and were sleeping in the tent, that vast, unyielding stillness of those frightening hills started crushing us again, and it seems utterly unimportant to be a man on the earth.

In the morning, we were awakened by the sound of voices, and we looked out at the river and saw an old Indian woman with six children in the one canoe, like a city family in a jalopy, on their way home to the reservation. It was nice seeing them. Gave you the feeling you soon might be at home in the hills. So that morning we trolled for salmon-trout on the lake, and then we went into the bush, and the black flies were not too bad because it was August, and when we found a little pool that seemed to be full of speckled trout we cut a pile of green brush and lit it and made a smudge and stood where the smoke would blow over our heads and keep the flies away as we fished.

But as soon as we got into any kind of a clearing and could look around, there were always the hills. And you knew they would go on working on you day after day, and soon all intellectual arguments and passionate clashes over burning contemporary issues that seem so important in the city would seem utterly trivial here.

You can see why the natives are so slow-moving and fatalistic: they seem to understand the futility of pitting themselves against so much grandeur. That is what you feel when you go up the river a piece to where the hills open out into a small tributary and where there is a little settlement still called The Mission. It is just two rows of wooden houses, a small white church, a general store with a false front, a dilapidated dock, and an old worm-eaten fishing-boat rotting in the sand. The few families are just as much French as Indian, but they'll be Indian as long as they can collect treaty money. (Continued on page 95)

for moderns

SKETCHES BY ADOLF DEHN

The Gallic stronghold of Quebec by Pierre van Paassen

THE buds are swelling on the trees, and the grass on the lawn has turned to an astounding green. Whoever has an ear for such things can detect a new note in the song of birds at dawn. Forgotten seems to be the sharp cry of winter's hunger. Their melody is joyous now, expectant, anticipating. Soon it will be jubilant. For life is ripening and filling to abundance under the beneficent warmth of the summer's sun.

There is no doubt that early summer brings man a touch of tender nostalgia. Spring has already awakened his old atavistic wanderlust. At the call of summer his nomadic instinct is stirred beyond resistance. He can no longer bear to stay, he must break out of those sweltering tombs of cement and drab greystone that are our modern cities. He feels an urge to renew himself in the peaceful contemplation of the natural world, perchance in the silence of the night by the side of a dreamily murmuring brook find back his peace of mind.

I know of no better place on the whole North American continent for man to regain his physical and spiritual balance than French Canada. There you have rugged beauty, even majesty in the landscape, but you also find serenity, and a simplicity of life that fills you with wonder and doubt on the complexity of modern existence. Tranquillity and quiet beauty! Go into the market-place of old Quebec and listen to the peasant women at the stalls speak the purest language of Normandy and the Franche-Comté. It's unspoiled and fresh, the selfsame melodious speech in which Molière wrote and Racine talked, the French of the Golden Century.

Where did the myth originate anyway that the tongue of the French Canadians is a mongrel idiom? "It's purer French than you may hear all the way from Puy de Dôme to Amiens," said Édouard Herriot, that connoisseur of Gallic speech. And not only he, but many others, Pierre Étienne Flandin and the late Cardinal Dubois of Paris amongst them, to their joy discovered that the people of French Canada, besides having guarded the purity of the language, have retained something of the grace, the manners, and, above all, the *politesse* of the old France.

To roam in Quebec's narrow, winding streets, which are as steep as the alleys that climb up towards Saint Pierre's Cathedral in Geneva, is like being back in Nantes or Rouen or Saint-Malo. It is provincial France, the France of the generous heart, the simplicity of manner, and the *franc-parler*.

The moment you arrive in Quebec, you become aware of having entered a different world. The stamp of the Latin genius is implanted on the city's public monuments, on the buildings that house its cultural institutions and its picturesque churches. And the longer one lingers in this town where the pace of life has not yet been accelerated to the mad tempo of our American cities, the more the impression grows that here indeed is Europe transplanted across the seas. You sit in a tavern in the old part of the city, and you sip your coffee in the company of men and women who might have stepped in that very moment from the Rue de St. Médard in Bordeaux or from the Avenue Barbès in mediæval Carcassonne.

There you find people with the lively, quick way of the Bordelais, but also blue-eyed, ruddy-haired sons of Brittany with that mystic stare in their looks which startled you so often on the streets of Saint Brieuc and Rennes. The whole city is perfumed with reminiscences of chevaliers and stately ladies, who once dwelt at the courts of the Kings of France and Navarre, of famous missionaries and warriors, men of vast daring and princes of pioneers.

If you have the chance to be invited to a real French-Canadian home, to eat a meal simple, but fragrant with memories of Périgord and Marseilles, then listen well to the stories that are told. For you will come away with a precious collection of legends, and with gratitude in your heart for having lived, if only for a short time, in one of the loveliest corners of the North American fatherland.

"Better take a coat along"

DE MOLAS

HOODED CAPE. Fifteen yards of white Celanese rayon jersey to mantle you magnificently. $39.95. Kalmour wrap at Best

RED COAT. To throw over tennis or golf things, shorts or slacks, even evening clothes. Red wool, brass buttons. $19.95. Best

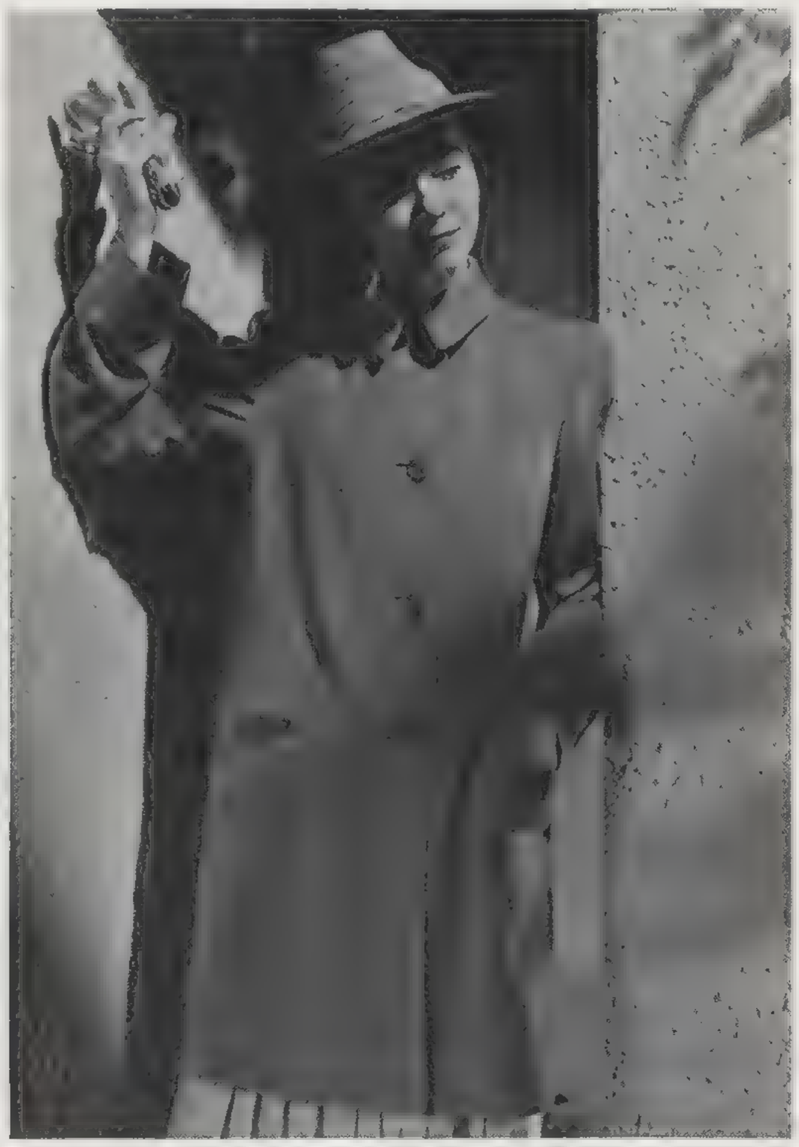
DUSTER. Motor in it as of old, commute in it, put it over town prints. Crown-tested Rayon crash. $16.95. Peck and Peck

P.M. COAT. Exactly what you want to put over afternoon or dinner clothes. Sleek black rayon moire, jet-buttoned. $11.95. Best

WHITE REEFER. To dress up for races, matches, or Sunday lunch—this gilt-buttoned wool reefer. $39.95. Felt hat. Jay-Thorpe

BEACH COAT. Polo type in natural-coloured terry-cloth with stripes—ideal for any beach, for any age. $11.95. Best has it

TRAVEL COAT. On planes, boats, trains, or any country place—a coat of Stroock beige fleecy wool. $59.95. Felt hat. Bonwit Teller



GABARDINE COAT. The coat with 1001 purposes—casual, well-tailored, and lined. $49.95. Dunlap coconut straw hat. All, Best

Weather can be freaky.
Better take a coat along.
What coat? Here are eight.
One for every emergency.
Cool ones, warmer ones.
Town, sports, evening ones.
Take two or three—or eight.
None will bankrupt you.

Local colour in America

Native fairs and festivals, rodeos and pageants, in the United States this year

AMERICA, its attention turned in to its own local colour, its festivals and celebrations, is travelling in America this summer. The small, familiar American things—the gaiety of rodeos in the West, the puff-ball dust-clouds of Southwestern roads, people sitting on broad New England lawns with faces upturned to music—will enliven many a summer holiday in America.

THE WEST, always a land of high carnival spirit, has hundreds of rodeos each summer. The biggest, oldest, and most celebrated of them, however, is the Cheyenne Frontier Days Festival in Cheyenne, Wyoming, lasting this year from July 23 to July 27. Every afternoon, there is a rodeo performance, starting with a great parade of all the acts. Then, in the circular arena in its patty-shell of wooden stands, the fun begins—Indian-pony races, rope tricks, and spatters of critical applause from the stands for expert bulldogging of steers.

On long benches, blanketed Indians sit with the weary disdain of star halfbacks waiting to get into a football game. In their war-dance, however, they are leaping columns, stamping until the earth is a jarring drum. After the rodeo, there are street-dances, carnivals, strength-testing machines, greased-pig races—all the fun of the fair, going on happily all night.

IN SAN FRANCISCO BAY, there is the Golden Gate International Exposition, from May 25 to September 29. This year, facing the fact that it has to be a playground before it can have a bank balance, the San Francisco Fair has a gala feeling, with Billy Rose's "Aquacade," Sally Rand's Nude Ranch, and the energetic Parisienne redhead, Nancie Monteux, singing at the new Café Lafayette. Having filled the quota of amusements on its Gayway, the Fair will have the San Francisco Symphony Orchestra for eight performances, with soloists such as Oscar Levant, Lily Pons, and Alec Templeton. In the Fine Arts Building, there is a group of California artists, working in a living art show. Everywhere at the Fair is a momentum of gaiety like a merry-go-round picking up speed.

IN THE SOUTHWEST, this year, there will be local colour in the Coronado Cuarto Centennial Celebration, marking the four hundredth anniversary of Coronado's conquest of the West. From May 29 to November 30, with Southwestern nonchalance about time, there will be sporadic pageants in Arizona, New Mexico, and Texas.

A great central celebration, called "Coronado Cavalcade," will be given in Santa Fé, New Mexico, on June 28; at Albuquerque, on September 26; at Amarillo, Texas, early in October, and at Phoenix, Arizona, on November 1. Smaller fiestas and pageants, to tell the story of the Spanish occupation of the West, will be given in all the sun-brown towns of the desert states, all summer long.

IN COLONIAL WILLIAMSBURG, the precisely reconstructed town in Virginia, there is a long, easy summer which draws people from all over the country. The town, with its air of a living museum, breathing and flexible, keeps in constant use the local colour of early America. In the white clapboard houses, and the deep rose brick Colonial buildings, there are American folk paintings, the pure forms of Colonial silver, and, among the cars on the streets, carriages with billowy groups of costumed girls. Over the whole town lies a curious, vibrant quietness, so that living, as it always is in the South in summer, is easy, unhurried, and rhythmic.

NEW YORK and the World's Fair of 1940 are, this year, the centre of the mesh of roads spreading over the East. The Fair is abruptly great fun—not spoon-feeding the public with culture, but just being a county fair on a Flushing Meadows scale. It has the big new historical pageant, "American Jubilee," with dozens of acts, among them Joe Jackson, the tramp bicycle clown, swirling about the stage in zany curves.

It has again the lovely, slightly absurd Aquacade, all the Great White Way concessions, and the unwearying beauty of the Perisphere, seen at night, a pearl shadow. Best of all, however, is the new carefree spirit, which has spilled over into the city of New York. Between the Fair and Broadway, which is really just Main Street multiplied a hundred times, New York becomes a happy small town, and a good place for a vacation.

IN MASSACHUSETTS, the biggest fête is the Berkshire Symphonic Festival, during the first three week-ends of August, at "Tanglewood," between Stockbridge and Lenox. Here, in a fluted, grey music shed, shaped like a wide wedge from a pie, Serge Koussevitzky conducts the Boston Symphony Orchestra in three programs on each week-end. In the second series, Albert Spalding will play the Tschaikowsky Violin Concerto; and in the third, there will be Dorothy Maynor, the Negro soprano, singing the arias from Hindemith's opera, "Mathis der Maler." The Festival, like many other American outdoor music events, is a family affair, with big groups coming to spend whole week-ends, wandering about the lovely grounds, and sitting at night in the music shed or outside on the ground. It is all casual, unpretentious, and as American as brown bread.

The great lure, in fact, of all the summer happenings—the little fairs, the great expositions, the pageants and parades—lies in their completely American flavour and tang. After years of expatriation in travel, Americans are at last off to their own fairs, discovering the drama of their own country.

JOHN SWOPE

Laurence Olivier and Vivien Leigh

in their new production of "Romeo and Juliet"

Romance practically bursts all bounds in this newest stage production of "Romeo and Juliet." As Juliet, Miss Leigh acts with charm and simplicity; as Romeo, Mr. Olivier acts with youth, vigour, and the bounce of Mercutio. Together, they have become the romantic idyll of the public

HORST • CONDÉ NAST ENGRAVING

"If I make the lashes dark and the eyes more bright
And the lips more scarlet, or ask if all be right
From mirror after mirror, no vanity's displayed:
I'm looking for the face I had before the world was made."

W. B. Yeats

"no vanity's displayed"

A woman staring into a mirror is probably searching deeper than her own reflection

A WOMAN uses a mirror not so much to look *at* herself, as to search *within* herself for substratum beauty. For all its nullifying self-magnetism, it's the next best thing to a revelation. Better than a mirror, perhaps, is the dispassionate realism of life masques, like those with which Miss Gene Tierney poses on the left. Better than mirrors *or* masques is an unflinchingly accurate self-portrait in the mind's eye.

Probably, for all the time spent there, beauty was never created at a mirror. Beauty is not so thin and dimensional that it can be captured in a piece of glass, or created out of jars and bottles. A dressing-table, like a dark room, should merely develop an already present beauty, enunciate its character, and maintain its integrity of type.

Once she realizes that "the face she had before the world was made" is merely her own ultimate beauty, she'll know better how to search it out. It's her highest capacity for loveliness—the summit of her individuality. It does not mean that vaguely disappointing mass of unrelated, synthetic perfections, which is merely the skilful use of brush and rouge pot. It means making visible all the beauty that is in her, thinking of her beauty broadly—encompassing posture, gestures, facial idiosyncrasies, humour, day-dreams—all of life that she has sieved through the colander of her own identity.

A woman who tampers with her expression dims her identity. A grave-eyed Athena, who suddenly starts to cast oblique Moorish glances, loses a portion of her reality, as well as her beauty. Expression is the most intangible, and yet the most visible manifestation of beauty, and its right to exist spontaneously should be practically sacred.

The critical world asks her to "be herself." It's the only kind of beauty that can win a name from time and change. And the stature of her beauty is the heights at which she can dream, think, act. It is a visible expression of her ideal, a realization that imperfect bone and cartilage are less visible than a deeply-rooted unpleasant quality.

Establishing her type—making sure what *kind* of beauty is hers—is difficult. A woman must have a sharply focused self-portrait for her inner eye—resolutely accurate as to age, weight, habits, the world's reactions to her, and hers to life. With this picture superimposed over her reflection in the mirror, she will choose cosmetics, hats, clothes that are in character. She will realize that blue-black hair does not necessarily indicate a sloe-eyed gipsy, or wide blue eyes a "little woman." She will choose and discard her make-up with a surer hand, and use her inner eye when she tries on that feathered hat. She will cling to her own kind of beauty like a fanatic to his creed.

OPPOSITE

Miss Gene Tierney, with portrait masques, made by Lillian Bettinger. She, herself, wears Primrose House's "Red Rogue" make-up. From left to right, her counterparts wear Antoine's stygian "Midnight Red"; Jacqueline Cochran's "Grenadine"; and Frances Denney's "Wild Rose." Coiffure by Fred, The Hairstylist

Under twenty

White summer clothes under $20 for you who are under 20 years

1

WHITE, say the young, is one joy of summer. White all day long—and all evening. Because it sets off tanned skin. Looks so clean (it *has* to). Comes back from the wash-tub looking so pristine. This year's white clothes have small, staccato dark accents—the hatband, say, or a striped shirt or sash.

1. SPECTATOR WHITE. Brass buttons deck out a white waffle piqué dress. About $10. Black-banded white shantung straw hat. Second, a white piqué dress with a tied-in waist. About $14. White straw hat

2. SUNDAY LUNCH WHITE. A shining little suit that constitutes country dress-up. Jacket-blouse, skirt of spun rayon; under $13. Brown-and-white lisle shirt; about $1.50. White straw hat with brown halo band

3. SPORTING WHITE. First, black-striped lisle jersey, Everfast waffle piqué skirt. Yours for about $6. Second: Sharkskin shirt, short skirt; about $12. Sacony cardigan of navy-blue wool; under $13 • All from Altman; Marshall Field; Burdine's, Miami

2

3

TONI FRISSELL

At Magnolia Gardens—magnolia white

MOONLIGHT AND MAGNOLIA DRESS—photographed in the famous Magnolia Gardens of Charleston, South Carolina. It's a floating-on-air dress, white eyelet batiste with an organdie yoke. For the dark accent, there's a velvet ribbon sash. $19.95—gentle price

Summer school for

Like the small sea fry in "Alice in Wonderland" who studied under Mr. Tortoise ("because he taught us," you remember), ladies who are a bit overweight should bring up their grades in "reeling and writhing"—in "drawling and stretching and fainting in coils" —and study the exercise frieze above, which Vally Wieselthier sculptured for Vogue.

"reeling and writhing"

Here are swift, rhythmic, unboring exercises, guaranteed to indent your waist, flatten your flanks, give you that high tension line from rib to knee. Just twelve of them. No more. Do them faithfully, and you'll wear a negligible bathing-suit as nonchalantly as you would a cautiously cut dress. We describe these exercises in detail on page 88.

Who knows the answer?

A survey of seven of the three hundred and eight radio quizzes now amusing America

By JAN SPIESS

Above: The stars of "Information Please"—John Kieran, Oscar Levant, and Franklin P. Adams. ? is for the weekly guest, or guests

THE school-bell rings for adult America as they pull up their chairs in front of their radios, and tune in on radio quizzes. It is mad, mad fun to know the answers that a timid voice, microphonic miles away, is fumbling. It is infinitely ego-swelling to beat the experts at their own game. It is as satisfying as an up-thrust hand in classroom to raise one's mental hand and answer a thousand and one unrelated questions of trivia. Fortunately, this form of intellectual back-patting can be sustained day and night by the three hundred and eight or more quiz-type broadcasts that are on the air either over individual stations or the networks.

No one person was actually responsible for this brain fad, although the great pioneering spirit was Doctor Craig Earl, known to his radio audience as Professor Quiz. There are now about one hundred and twenty adaptations of his type of radio knowledge disseminator, and they range from questionnaires on every known subject to questionnaires on every known subject. The formula is simple: an announcement, the interlocutors of the program, a radio audience, and somewhere in the recesses an encyclopædia. The encyclopædia is vital, for even the quickest-witted expert can not afford to be stumped too often. Incidentally, the sponsor has the last laugh, for the encyclopædia is quite the cheapest form of attraction that will hold America at its dial.

THE most intellectual quiz is "Information Please," conducted by Clifton Fadiman, with Franklin P. Adams and John Kieran as his wheel horses, and one or two famous guest stars who can be depended upon to quip their replies with sophisticated wit. This program has had three million questions sent to it from every corner of the world, and it has answered quite a few of them. It thrives on the theory that no question that can be asked is unanswerable, and no group is more capable of answering than the one "Information Please" has assembled. Thus when the answer is "I don't know," the joy of the audience is overwhelming. Stumping the experts is the finest method of ego-inflation known to mankind.

From eight-thirty to nine o'clock on Tuesday evenings, these tongue-in-the-cheek intellectuals sit around a microphone and answer neatly juxtaposed questions on a variety of subjects. Kieran is the pixie-wit who must have been fed the *Encyclopædia Britannica* in his nursing-bottle; F.P.A. is a witty Cyrano de Bergerac; and often there is Oscar Levant, whose nasal voice shrugs its shoulders at prodigious musical questions.

PLAYING teacher to his little friends is the elegant Clifton Fadiman, whose rhythmic undulations charm a nation-wide audience. There are two outstanding differences between "Information Please" and other quizzes: one, it consists of the air audience outwitting the experts; whereas usually the expert attempts to ask some one from the audience an enigmatical question; secondly, "Information Please" pays for its mistakes. Usually the victim selected from the audience is paid for guessing right.

High in audience popularity, as Prexy for the millions, is a so-called Doctor I.Q. This machine-gunner for the brain-teasers moves his mental side-show from city to city, playing in crowded-to-capacity theatres. He I.Q.'s America—Hollywood was better than Boston; Denver was definitely dumb. But that does not prove much, for the people in Denver audiences may have been just back from Hollywood, and the Hollywood audience was probably all from Iowa.

There are three phases to the I.Q. program: direct questions and answers; a biographical portrait; and true or false statements. The program pays out about seven hundred dollars a broadcast, and enough candy bars to fill the sweet-tooth of all America. The questions are not too erudite, and it is possible for the radio audience to join in the fun by murmuring the answers to each other before they have come over the

air. Also, the radio audience have a chance to receive prize awards by submitting questions for the program. All in all, it is a general get-together, from Maine to California. Dr. I.Q. is actually Lew Valentine—that is apparently an open secret.

ON Friday nights, from seven-thirty to eight o'clock, Professor Quiz, billed as the One, the Only, and the Original (and, as far as we know, not contested), takes the air. Professor Quiz was a doctor, dancer, and musician before he entered the radio, and so seems well-equipped with general knowledge. He is now a gourmet, and wears a waxed moustache behind which he hides his two hundred and sixty pounds.

He is showman enough to make occasional mistakes—especially ones which bring the farmers to their feet in protest...and back to their radios the next week to be sure the wrong was righted. When Professor Quiz stated that the tail of a pig always twisted to the right, he was deluged with letters, telegrams, and photographs to prove that he was wrong. Farmers who had never given the matter much thought immediately made surveys in their pigsties, and frequently found a pig's tail that proved the Professor wrong. It all caused a satisfying furore. There was also the nation-splitting query: "When a cat washes its face, does it rub its paw over its face or its face over its paw?" It turned out that some whimsical pussies did both. "Americans are pretty smart people," Professor Quiz was heard to say.

FOLLOWING in the footsteps of these three great leaders among quizzes are others that are charming, titillating, or controversial. They are usually led by outstanding radio stars, and histrionics are planned by master minds to keep the listeners on a teacher-baiting level of "I'm right, you're wrong." Frank Crumit and Julia Sanderson conduct a quiz titled, "Battle of the Sexes." This quiz comes definitely under the heading of charm, but it has been known to rouse fury in the hearts of male listeners, who take it seriously and feel that Miss Sanderson is prompting the gals to give them a lead over the boys.

Hope of the program is that husbands and wives sitting before their radios join the contest themselves, vying pleasantly with each other. We have not checked Reno on this, but the Crumits (Julia Sanderson is Mrs. Frank Crumit, and a happily married couple they are—) throw oil on the troubled waters of the "Battle of the Sexes" by giving this statement to their listeners...that if the answers of those listening in could be checked, the scores of the men and women would have a tendency to cancel off. Sad, small, human notation came from the "Battle of the Sexes" when mothers were matched against their sons. The mothers came off badly because—they *wanted* their sons to win.

"Ask-It-Basket" is rather gayer than other quizzes, with Jim McWilliams, whose first name seems to be "Genial," conducting it. The program is on the air Thursday nights at eight o'clock, but Jim McWilliams is apt to extend his program for his radio audience, well after the quiz is off the air, with a "sing." An old vaudeville performer, as many radio stars are, he is at ease before the microphone, and is seldom lost for an answer to questions that his "Quizzee" (dreadful nomer) muffs.

Once he and a college professor were faced with a poser. "What is a sippet?" A breathless audience waited over the expanse of America for the answer—we can imagine they were overjoyed when one was not forthcoming. What they felt, how it affected their lives, what chest measurement they attained by finally learning it, we can only guess. "A sippet for my moppet?", he could ask at breakfast next morning when she dunked her toast. Yes, a sippet is a bit of dunked toast.

COLONEL Stoopnagle has a justly popular quiz known as the "Quixie-Doodle," in which he demonstrates his own theory that "people have more fun than anybody." And there is "Name Three," which after selecting its contestants from the audience, booms at them, "What building or structure is on the back of the $5, $10, and $20 bills?" The answeree (will this never end?) may win one of the bills and prove his own point.

"What's My Name?" is almost as thrilling as that old game "Tea-Kettle," and strangest, perhaps, of all is "Where Am I From?", the parlour game of a Columbia professor, Doctor Henry Lee Smith, who, after judiciously-placed questions are answered, can tell you (as if you didn't know) what side of the street you were born on. He murmurs learnedly of "coastal peculiarities," "dialect differentiations," and "language areas." He informed us that "Pygmalion" made more people voice-conscious than even the Civil War. In a case of amnesia, we can't imagine a better friend than Doctor Smith.

The musical quizzes are legion, and to our mind slightly more justified than the general ones, for, in dealing with a particular subject, they sometimes turn up a nugget of priceless information which could not have been found in the recesses of one's own mind by a little arduous searching. The "Musical Memory Contest" on Saturday evenings, between nine and nine-thirty, has for Master of Ceremonies an erudite authority in Irving Deakins. He has a spontaneous wit that keeps the program, which deals almost exclusively with classical music, from becoming painfully heavy.

What the end of it will be, no one can say. Advertisers, sponsors, and quizzers *(ugh)* are amazed themselves at the endless lesson-hour they have started. Psychologists say that the dialer identifies himself with the person at the microphone and enjoys feeling like a set of the encyclopædia. Others say it is the perennial American desire to go back to the good old school-days where effort was at a minimum. It doesn't seem that simple to us. Is there a saturation point for unrelated crystals of knowledge? Will every one know all the answers some day? Will the wise guy be the one who stands up to the mike and says, "I don't know—so what?"

Clifton Fadiman, who knows the answers

DE MOLAS

VIRGINIA O'BRIEN—Hollywood-born nineteen-year-old, whose dead-pan singing in Hollywood's revue, "Meet the People," and in Broadway's new "Keep Off the Grass," made her a hit and earned her a movie contract. She wears here a dreamy dress of black-and-white silk organdie. $25. Jane Engel

Young stars..

TONI FRISSELL

..young stripes

LINDA DARNELL—another talented young beauty, still in her 'teens, whom Hollywood has rewarded by a breath-taking non-stop-express rise from schoolroom to stardom. Here she wears a dance dress of striped grey-and-yellow Ameritex linen and cotton. $23. Franklin Simon; I. Magnin

India Ink and

Blackest of blacks, whitest of whites.
Opposites always do attract.
Here they get together in prints.
So cool, so becoming—so effective
with accessories black, white, or bright

Inky velvet flaps
on a black-and-white printed silk redingote, over a slip.
$79.95. Saks-Fifth Avenue

Black-and-white
rayon dress and bolero. Try white, black, red, or green accessories. $49.95.
Lord and Taylor

Chinese White

Chinese white flowers
on black silk crêpe.
Add large cart-wheel, long gloves.
$75. Henri Bendel

White tulips on black.
Two-piece silk dress. $95.
Louise Barnes Gallagher
design at Bonwit Teller

Inky dots
on white sheer rayon. $29.75.
Charles Armour design
at Russeks

For travel or town.
Two-piece dress of
black-and-white silk-and-rayon.
$35. Bonwit Teller

Light on your head

• First: a white piqué beret with blue hand-stitching. Thistle-weight and definitely young. $8.75. Nice with this blue-and-white printed dress and jacket of triple sheer rayon. $25. Jay-Thorpe.
• Second: a sunshade hat of natural milan, swirled with black veiling. About $16. Worn with a black bengaline dress and jacket—gilt-buttoned. $39.95. All at Lord and Taylor; I. Magnin

• Pretty above almost any face—young or not—a flattering little hat of dead-white straw with softly rolling brim and trimming of black taffeta ruching, which anchors it securely in back. A competent little insulator (remember that light colours ricochet the sun's rays). Priced for summer, when two for the price of one is what you want. About $11. At Bonwit Teller and Marshall Field

. . . and purse

Summer hats must be as fresh as summer lingerie! You want a great many, you want to replace them frequently, and even the most extravagant of you will want them at "summer prices," which, properly interpreted, means high enough for good line and fresh flattery, but not enough to be a strain on your purse. Here are five, pleasantly moderate in price, pleasantly adaptable to the whole gamut of summer-day activities and very pleasantly flattering to your new summer face and ego.

DE MOLAS

• Here is a beautifully proportioned sailor—versatile, and free of any daftness—as charming on grey hair as it is beguiling on a young head. Of white toyo, trimmed with green grosgrain, it has green wings on the brim, a green veil, and a high crown; about $8. At Bonwit Teller; Marshall Field. Worn here with a beige-and-white checked tailleur of rayon-and-cotton. $29.95. From Bonwit Teller

• One of the conceited little bonnets that more and more girls are using to back up their pompadours. All of navy-blue taffeta, smocked in red, with a shower of veiling of navy-blue lace. Designed for Designing Minxes—and especially effective with demurely lowered eyes. Try it for roof-top dining on summer evenings. $12.50. Buy it at Saks-Fifth Avenue, New York and Chicago

TONI FRISSELL

DOUGLAS AND ANDREW BURDEN, SONS OF MRS. DANIEL P. CAULKINS AND MR. DOUGLAS BURDEN, OF NEW YORK

Young men in the West

Ranching— A child's summer

A SUMMER in the West is almost every child's dream. It is a satisfying mixture of fact and poetry, animals and legends, the time when all the makeshift nursery games come true. The children on these pages were all photographed in Wyoming Valley, Wyoming—George Eustis and Joan Patterson at Hawk Eye Ranch, which belongs to their mother, Mrs. Hendrick Eustis; the others, at Miss Hope Williams' Deer Creek dude ranch.

Both these ranches are in the bold mountain country, surrounded by all kinds of game—bear, elk, mule-deer, moose, and mountain-sheep. While their parents are out hunting, the children swim and fish for brook-trout in the mountain streams. They go on pack trips and, every week-end, to rodeos at the big Valley Ranch near-by.

The rodeo is the climax of the children's week. Some of them, like the two little Talbott girls, who won a calf-roping contest, take part in it themselves. But all of them sit on the high fences, in the dust and the brilliant sun, watching the cowboys act out the legends of the West.

THE FIVE CHILDREN OF MR. AND MRS. FREDERICK M. THAYER, OF PHILADELPHIA

GEORGE EUSTIS AND JOAN PATTERSON, WITH A COWBOY FRIEND

THE TWO DAUGHTERS OF MR. AND MRS. HAROLD E. TALBOTT, OF NEW YORK

All the livelong day

An eight-hour beauty session—
one day a month—
will keep you in top form

THERE are all sorts of reasons for taking a whole day off and devoting it to beauty. You may be tired, unhappy, cross. You may not like the way your hips are spreading, the way your hair is not staying up. Maybe you merely want to annihilate all (any) competition at that dinner on Thursday.

Whatever your reasons, Helena Rubinstein has evolved this "livelong" day ritual at her New York salon to solve your specific problems. It does not promise that you will live longer—but we can promise you that you'll *want* to.

This day of beauty is a boon to out-of-town women who get to town rarely, for once a month does the trick. It's perfect for the extremely busy woman who can not find time for regular weekly regimens. It's an economy, because when you are through with this eight-hour ritual, you are given a complete home course with which to carry on until the next month—and somehow you are imbued with the enthusiasm to stick to it.

Wonderful things happen to you during this day—a few of which we show you in the surrounding vignettes. You may lose from one to three and a half pounds—an inch around your waist—your tummy. Herbal infusion and a thoughtful, prescribed permanent will make your hair glossy and full of shining movement. Your skin will sigh in almost audible gratitude to a facial treatment selected especially for you.

All of you comes in for attention, fingers and toes, the skin of your body, eyebrows and elbows. Follow your own progress top to bottom in the vignettes, and you'll see the general ritual. Your individual problems, of course, will be handled separately.

You start with a complete examination. The doctor checks you over and prescribes your diet, your exercise, and length of time in the sun-room. The searching lens of the Polaroid Dermascope analyses your skin. Your walk, voice, posture, and gestures are analysed and glaring idiosyncrasies noted down. Then you are exercised, massaged, set to languish in a Pasteurized Milk Bath—or stimulated by a brisk shower and rubdown.

You will lunch on delicious low-calorie confections of fruit and vegetables, for which the Zurich Room is famous. Then you will be led to Joseph in the hair salon. Perhaps you'll have a hot oil finger-tip masque manicure or a pedicure while your hair is drying. With your dried hair still in a net, you drift with dreamy anticipation to the facial room, where cool, magnetic fingers lift and firm and press. The crowning delight is the make-up, which will be a strictly individual mélange.

You arrive at the Helena Rubinstein salon, on this, your day of beauty, at nine-thirty in the morning—perhaps dragging reluctant feet, and wincing at your reflection in shop-windows. You do not leave the salon even for lunch, until five-thirty. After that you spend the rest of the evening gazing adoringly into any polished surface.

ELIZABETH ARDEN SUNTAN OIL... Use this "non-sticky" oil to help keep your skin soft while you tan naturally. Colors: Honey and Café. $ .75, $1.25; kidney-shaped bottle in fabrikoid case, $3.50

ELIZABETH ARDEN SUNTAN OIL CAPS... Suntan Oil in clever capsules for your convenience. Box of 12, $1.00; Box of 24, $1.75

ARDENA SUNPRUF CREAM... Use this wonderfully cooling cream to help control your tan, if you want a preparation that vanishes. Men like it too, for that reason. Tube, $1.00

SPORTS GELÉE... Use this if you like your complexion to be chic and shiny while you help keep it soft and supple. Tube, $ .50, $1.00, $1.50

Copyright 1940, Elizabeth Arden.

If you are truly Fastidious

You will be satisfied with nothing less than a true, long-lasting perspiration check

THE sophisticated girl knows that all glamour, all charm and all poise are built on a foundation of personal daintiness. That is why, in selecting her deodorant, she would never dream of accepting anything but the very surest.

• • •

IF YOU ARE TRULY FASTIDIOUS, you will demand really long-lasting underarm daintiness that will not wash off in a bath or fail you in hot weather or when you are suddenly nervous or excited. You will not run the risk of losing your freshness and charm halfway through an evening of dancing.

If you have ever offended, you know how hard it is to win your way back once you have shattered that illusion of perfection!

Because Liquid Odorono gives just such fastidious protection at all times, it has been for over twenty-five years the choice of thousands of refined and cultured women the world over. Liquid Odorono is not quicker—but it is *surer*, even for those who suffer from acute perspiration.

• • •

A true, long-lasting perspiration check—Liquid Odorono is a doctor's prescription that scientifically controls dampness, odor, staining. The average girl needs to use Liquid Odorono only once or twice a week. How simple for the girl who has sworn never, under any circumstance, to offend!

A New York society leader says: "I have always wondered why any woman takes the slightest chance of offending with underarm dampness or odor when Liquid Odorono makes it so unnecessary. I have always considered the few minutes it takes to use Liquid Odorono my most important 'beauty rite.'"

And her very charming daughter writes: "I have learned from my own experience what mother always told me, that every girl needs a true perspiration check to be above reproach."

You can put fear of embarrassment over dampness, odor, staining from your mind for as long as five days—with Liquid Odorono!

Liquid Odorono is mildly antiseptic—comes in two strengths—Regular and Instant. Also in Ice form. Use it for excessive perspiration of hands, feet and forehead, as well as armpits. Get the economical large-size bottle today! See if it does not soon give you the serenity and poise you admire in others! The Odorono Co., Inc., New York, N. Y.

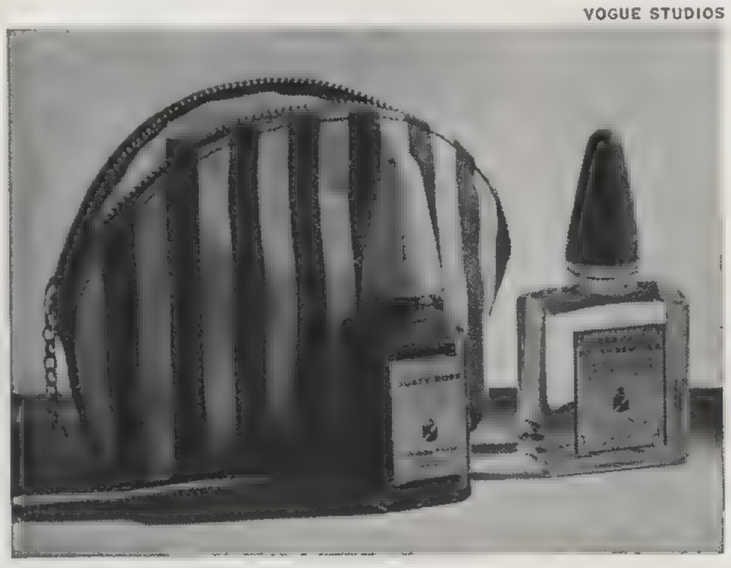
DISCOVERIES IN BEAUTY

A herb-fresh sweetness is the key-note of Corday's newest perfume, "La Promesse." For this reason, we nominate it especially for summer brides. The elongated edition of the petal-shaped perfume bottle, shown above, holds "La Promesse" Eau de Cologne

Henri Bendel's familiar stripes adorn this smart water-proof, stain-proof kit. It includes your travelling cosmetic needs, which we show above, or, if you prefer, bath accessories. Use a damp cloth on the shiny exterior, and all smudges will disappear

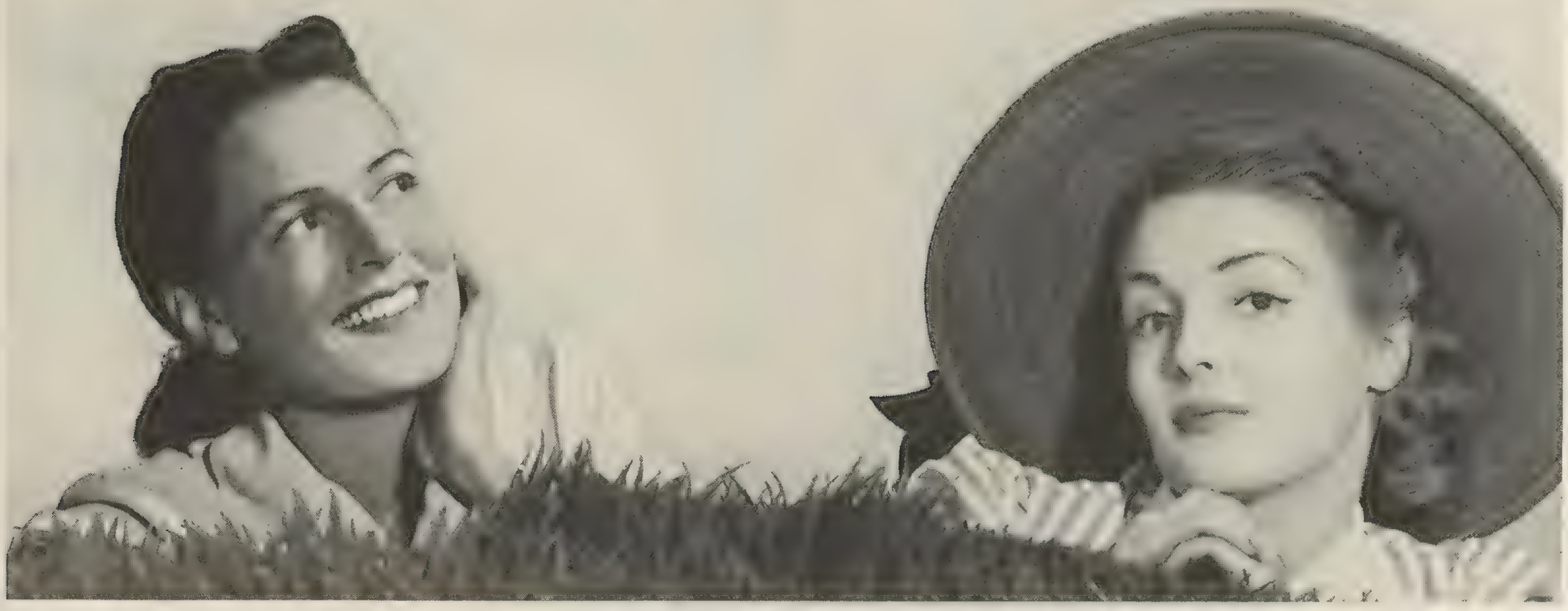
Courtley has introduced a complete line of lotions and soap for men. (Remember this for Father's Day.) We show above the handsome chunky cakes of soap and Cologne. The porcelain jugs have our vote of approval for any bathroom shelf. At Altman

VOGUE STUDIOS



To take care of nail-polish repairs, Peggy Sage introduces her Pickpocket Set. Of minute size, with a hair-line slide fastener, this Brigance-designed, striped case holds nail polish, oily remover, cotton, emery-boards, and orange-sticks. At Lord and Taylor

BRONZE OR ALABASTER?



Helena Rubinstein gives you summer beauty both ways

This summer your beauty, your type even . . . is in your own hands. Would you be bronze? Bronzed by sun and wind? Or fragile as a figurine of alabaster? Cool, serene . . . shadowy white. Whichever type of beauty you choose Helena Rubinstein urges you to start with one preparation . . . her Sunproof Cream (1.00, 2.00). Fragrant . . . creamy liquid that helps prevent squint lines, coarseness. Acts as a powder base. Use it generously and it will blot out burning sun rays—leave your skin Alabaster. Use it sparingly and the sun will turn your skin to Bronze.

SOOTHING CLEANSING FOR BRONZE SKINS

Helena Rubinstein's Water Lily Cleansing Cream. Extraordinarily cool, fluffy cream. 1.00, 3.75. ENRICH YOUR BRONZE SKIN at night with Novena Night Cream—contains the same extra-rich oils used in the famous Eastern Oil Salon Treatment. Novena Night Cream, 2.00 and 5.00.

TURN BRONZE WITH "LIQUID SUNSHINE"

Helena Rubinstein's golden, sun-coaxing lotion. It turns the skin to a beautiful tan under the sun's rays. A thin, non-greasy, non-sticky oil with the most refreshing tropical flower fragrance. A coating of this new Liquid Sunshine and you're free from dryness, burning, blistering, 1.50.

RICO TAN MAKE-UP FOR BRONZE SKINS

Golden flattery for a bronzed skin, or "disguise—bronze" make-up if your skin is Alabaster. Rico Tan Powder, 1.00 to 3.50. Tropically brilliant Rico Red Lipstick, Rouge, 1.00 each. Rico Tan Make-up Box with powder, mascara, eyeshadow, make-up film, lipstick, rouge, 5.50.

FOR AN ALABASTER-WHITE SKIN

Helena Rubinstein's Skin Clearing Cream, a conditioning cream that whitens the skin. It will awaken your complexion to a youthful flush, 1.00, 2.25. CLEANSE an Alabaster skin with a cream that whitens as it cleanses—Helena Rubinstein's Pasteurized Bleaching Cream, 1.00.

FOR AN ALABASTER-SMOOTH SKIN

Helena Rubinstein's Town and Country Make-up Film will give your skin a wonderful pearliness through powder. It will keep your make-up fresh through the warmest weather. It will protect your skin from sun-dryness, 1.00, 1.50. In liquid form: Town and Country Make-up Lotion, 1.50.

FOR A DRAMATIC MAKE-UP—"LIFE-RED"

If your skin is white as Alabaster use Life Red for sheer emphasis. Life Red is the clearest, most vibrant red you ever saw. Helena Rubinstein's lipsticks keep lips soft, fresh, lustrous. Life Red Lipstick and matching Rouge, each 1.00. Life Red Nail Groom for Alabaster hands, .60.

MOVE IN AN APPLE BLOSSOM AURA

Most romantic of summer perfumes—Helena Rubinstein's Apple Blossom, 3.75; dram, 1.00. What could be more refreshing than baths and body rubs all in this same delicious essence? Apple Blossom Cologne, 1.00. Apple Blossom Eau de Toilette, 1.75. Bath Oil, 1.00, 2.00. Body Powder, 1.00. Powder Cologne, 1.50, 2.75.

FOUR-IN-ONE MINUTE MAKE-UP VANITY

At your fingertips wherever you go day or night is everything you need to give yourself a quick beauty treatment and make-up: Cleansing pads, foundation, rouge, powder, lipstick . . . all in one exquisite slender vanity. (Black, or white enamel and gilt.) Vanity and jar of Minute Make-ups, 5.50.

A HELENA RUBINSTEIN DAY OF BEAUTY

When you come to New York this summer indulge yourself with one thrilling day at Helena Rubinstein's beautiful salon at 715 Fifth Avenue. It will be one of the most exciting, pleasant days you ever spent: luxurious massage, specially prescribed face treatments, a lesson in make-up . . . luncheon in the famed Zurich room.

helena rubinstein 715 FIFTH AVENUE NEW YORK

AVAILABLE AT ALL SMART STORES • SALONS IN: BOSTON • CHICAGO • LOS ANGELES • TORONTO • LONDON • PARIS • SYDNEY

TO GLORIFY *You...*

BEACHWEAR SCULPTURED WITH FIRESTONE CONTROLastic*

Make yours a candy stripe satin, fresh as peppermint . . . a ballerina with riotous flowers on skirt and bra . . . a satin in new sea-scape colors. All "do things for you" . . . and more —thanks to fine styling and the magic figure-flattery of Firestone CONTROLastic, the amazing stretchable yarn that really controls!

This summer find out all about the benefits of CONTROLastic in beachwear. See it reshape you to new sculptured beauty. Discover how its ingenious multi-ply construction resists deteriorating effects of sun, air and water all season long. You owe it to your admiring public, and you . . . to look for the CONTROLastic label.

"LOOK FOR THIS GUIDE TO SCULPTURED BEAUTY"

☆ **MACY'S,** *New York*
L. BAMBERGER, *Newark*
La SALLE & KOCH, *Toledo*
DAVISON-PAXON, *Atlanta*

A. CANDY STRIPE SATIN with figure molding CONTROLastic. Red and white, royal blue and white. Sizes 32 to 38. About . . . . . $4.00.

B. SEA-SCAPE SATIN CONTROLastic for season-long beauty. Ice blue, black, red, white, royal. Sizes 32 to 38. About . . . . . $4.00.

C. BALLERINA FLOWER-GIRL with CONTROLastic yarn to sculpture your figure. Multicolor flower print. Sizes 32 to 38. About . . . . . $6.00.

*Reg. U. S. Pat. Off.

For further information regarding CONTROLastic yarns, fabrics and apparel, write to the **Firestone** Rubber & Latex Products Co., Empire State Building, N. Y., or Fall River, Mass.

SUMMER SCHOOL

Above, a reproduction in miniature of the exercise figures on pages 72 and 73, done by Vally Wieselthier, the well-known ceramic sculptress. Cut out the plaque (which illustrates for you just one step in each of the twelve exercises), and cut out the instructions below. Paste them on your bathroom wall, and follow in detail—and faithfully—these twelve Richard Hudnut slimming exercises

1—A good stretching and limbering exercise for the waist-line. First, assume a sitting position on the floor, with legs as far apart as possible. With arms stretched above the head, lean forward and touch your forehead to right knee. Straighten up. Then stretch forward and touch forehead to left knee.

2—A waist-line exercise. In a standing position, put legs slightly apart. Bend your knees, and stretch arms overhead. Bend as far as you can to the right, keeping top elbow behind ear. This will give you a longer stretch and keep your body in line. Straighten up. Repeat the same exercise to the left side.

3—A waist-line stretch. This is most effective done against a wall. Stand, with the small of your back touching the wall. Knees bent, arms overhead. Stretch first right hand, then left hand toward the ceiling, with really serious intent to *reach* that ceiling, getting your ribs as far away from your hips as possible.

4—An exercise for reducing legs. Lie flat on the floor. Place hands behind small of back, and raise body to shoulder stand, as straight up and down as possible. Kick your right leg to the floor and return to position. Do the same with the left leg. If done properly, you will feel a steady pull from ankle to hip.

5—Waist and abdomen exercise. Stand straight, with legs apart. Lunge to the right, with arms stretched out close to your ears, head down, right foot well extended. Shift your weight to your left leg in back, roll spine back, at the same time bringing your arms overhead. Repeat exercise in reverse.

6—An exercise for reducing thighs. Lie on your stomach, weight on elbows, knees bent. Raise right knee off the floor as far as possible, keeping it in bent position. Let it drop to the floor with a thump. Repeat action in reverse, raising left knee off the floor, and don't be afraid to let it thump down hard.

7—Bust and waist-line exercise. In a sitting position, cross your legs, and put finger-tips behind ears. Bend sideways at the waist, and touch right elbow to the floor. Lift up from behind the ears and return to an upright sitting position. Repeat exercise to the left. You will feel a pull from waist to head.

8—An abdomen toning and spine strengthening exercise. Kneel on floor, sitting on your feet. Crouch forward, head down, weight on elbows. Slowly roll spine up, building one vertebra on top of the other. Hold this position, keeping abdomen contracted, then relax. Do exercise slowly, with rolling motion.

9—An exercise for the bust-line. This is done in a sitting position, arms stretched overhead, palms facing. Jerk arms above head, then in a diagonal position, then at shoulder level. Do this for at least ten minutes every day. This is a good posture exercise, as well, if you keep your chin tucked in.

10—A rhythmic waist-line exercise. Kneel on left knee, extending right leg to the side. Arms at shoulder level. Bend at the waist, and touch right hand to right ankle, stretching left arm overhead. Return to place and repeat exercise to opposite side. Keep your tummy muscles short and tight.

11—An exercise for spine adjustment and control of stomach muscles. Kneel on left knee, extend right leg diagonally to the right. Stretch hands down and touch right ankle. Slide hands back along right leg, roll spine back, and raise arms overhead. Reverse position, and repeat exercise to the left.

12—An exercise for thigh and waist-line reduction. Lie on stomach, weight on elbows, knees bent. Raise right thigh, cross over left leg, and touch right foot to floor, as near as possible to left hand. Roll back to original position, raise left thigh, cross over right leg, and continue exercise in reverse.

Add One Simple Step to Your Beauty Routine

with **BELLIN'S WONDERSTOEN**

Dry-Method Hair Eraser . . . Painless . . . Odorless

For lovely legs gleaming through smart, sheer hose . . . for arms smooth as satin . . . for a gay, young, well-groomed look . . . use the magical rose-tinted disc of WONDERSTOEN that swiftly erases unsightly hairs. • It's safe. It's odorless. It can't burn because it has no acids or irritants. It can't leave a stubble because it doesn't cut the hairs . . . just rubs them off swiftly—painlessly. When they come back . . . a quick once-over with your WONDERSTOEN, and they're gone again in a jiffy! • BELLIN'S WONDERSTOEN isn't new; fastidious women have been using this quick *dry-method* of erasing hair for more than 30 years. It's the gentlest, pleasantest way to remove hair. And it adds next to nothing to your beauty budget, because a single disc of WONDERSTOEN lasts and lasts for months.

WONDERSTOEN for Arms and Legs $3.00 • WONDERSTOEN for the Face $1.25

On sale at department and drug stores

Bellin's Wonderstoen Co. Inc.

1140 BROADWAY, NEW YORK CITY

Write for fascinating booklet "V"

KEEP UNDERARMS SWEET... **BATH-FRESH**

NONSPI CREAM

FOR WOMEN WHO PERSPIRE FREELY

SAFE TO APPLY as often as desired. Harmless to skin or clothing.

CHECKS BOTH perspiration and odor safely . . . effectively.

SOOTHING and cool when applied. Doesn't sting or irritate the underarms —even after shaving.

DRIES ALMOST INSTANTLY. Not sticky . . . a greaseless, stainless cream.

SEND 10¢ for trial size of Nonspi Cream, The Nonspi Co., 125 West 18th Street, New York City.

There is also a **LIQUID NONSPI** *—at drug and department stores*

COIFFURES WITH A PURPOSE

SUMMER demands casual, neat, simple hair-arrangements—for open-air driving, for roof-top dining, for exposure to sun, wind, and sports.

Summer demands special care for grey hair. Humidity, wind, heat, all combine to take the grey-haired lady out of her natural—and rightly so—well-groomed element. In summer, all hair should be set more softly. Tightly-curled hair looks uncomfortable and is harder to manage. If you have grey hair, always wear a protective oil against the sun's damaging rays. Have bluing rinses occasionally to counteract that yellow sun-tinge. And, as a final precaution, wear a hat or scarf whenever possible. First below, an illustration of summer perfection for grey hair.

If you're young and addicted to those small hats, consider carefully your coiffure. We show you below illustrations of helmet hat and coiffure harmony. With a small hat, your hair should be soft and full over your temples and long enough in the back to curl softly over the low-fitting shapes.

Charles Bock does this softly waved, manageable coiffure for short grey hair. The undulating upward movement at the sides and swirled back are especially flattering to grey-haired women

To the right—for a young face, D°nu Edmond does soft curls around the face and at the nape for the small helmet hat. Below—the same coiffure shows the plain, rippled surface at the sides—becoming, neat

TONI FRISSELL

"Stay as Sweet as You Are!"

Let the 4 Woodbury Creams help love's young dream stay true, by helping your beauty stay a-light and a-glow, your complexion fresh and enlivened.

"Stay as sweet as you are"— it's the groom's prayer to his beloved!

Well, you can! Provided you begin to give sober attention to your complexion *while it's still in the flush of youth!* And, particularly if you take as your helpers the four delightful creams made by Woodbury—so frothy, fragrant, fine.

Created by leading skin scientists, Woodbury Creams embody *two new cosmetic principles.* They stay perfectly pure, germ-free, affording the skin important protection. Two of them contain a skin-invigorating Vitamin which helps your skin win—and hold—new vitality and vigor, keep its youthful promise.

All four combine to form a "do-it-at-home" system of skin care which will help keep you as lovely—and beloved—in your more mature years as you are now, a glamorous "young married"!

So, begin today to conserve that fresh beauty! Buy the four Woodbury Creams. They're modestly priced and smartly packaged. And they cost you only $1.00, 50¢, 25¢—at any cosmetic counter. Use them daily and "you'll never let love go slipping through your fingers!"

Woodbury Creams Will Help You Solve These Problems

COLD CREAM FOR TIRED SKIN. Germ-free, constantly pure. Helps skin's resistance. Contains skin-invigorating Vitamin. Helps beauty-pep and vigor. Cleanses, rests, invigorates, refreshes. Grand for massage.

CLEANSING CREAM—DULL SKIN. Its germ-free purity protects. It melts at skin-contact; its fine, delicate oils flush away dirt and caked, dried make-up. Cleanses as clean as a whistle, clears like a spring shower.

TISSUE CREAM FOR DRYNESS. Germ-free. Contains skin-invigorating Vitamin, rich lubricating oils. Leaves your skin soft as your heart, smooth as your satin slipper. Apply at bedtime. Leave on.

FACIAL CREAM FOR SHINY SKIN. Makes powder and rouge slide on slick as a glove, stay by you like your oldest friend. Germ-free. Apply lightly, smooth in gently. Then powder, rouge and stay lovely.

WOODBURY CREAMS

Made Together . . . to Work Together

TO MAKE YOU MORE BEAUTIFUL

Coolaire by FLEXEES

When warm days come, just wear Coolaire . . . the lightest, airiest bit of Lace Lastique* that ever molded a faulty figure to a dream of fashion . . . or guarded a faultless one against "midsummer spread." Whatever *your* figure type . . . Grecian, Renaissance, Parisienne, Egyptian, Empire, Moyen Age or Debutante...there's a Coolaire by Flexees...designed just for your type...awaiting you at your favorite store.

Miss Laurie Douglas

Like so many of New York's loveliest fashion models, wears the COOLAIRE created for her type for summer posing...to be always cool, always comfortable, always smart.

FLEXEES, 417 FIFTH AVENUE, NEW YORK CITY
CHICAGO • BOSTON • DALLAS • TORONTO • LONDON

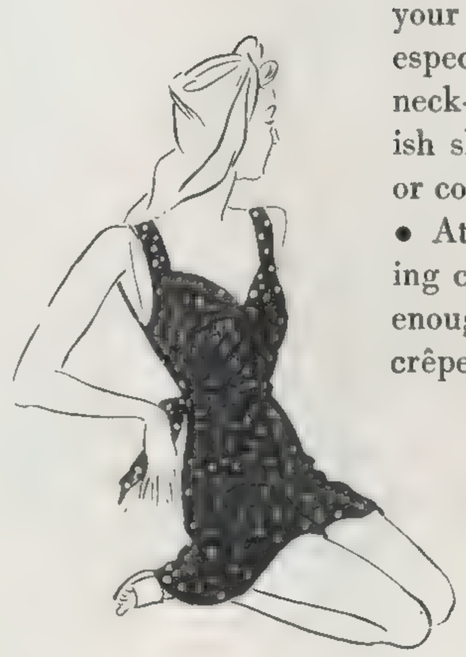
*Reg. U. S. Pat. Off.

THE WORLD'S LOVELIEST FOUNDATIONS

BATHING-SUITS

FOR you who are Not So Young (or Not So Perfect) in figure—but who still love your daily dip—these bathing-suits. Chosen especially for you, they have no rashly low neck-lines...they have those important long-ish skirts, firmly shaped bodices, concealing or complimentary lines, kindly colours.

• At left, for instance: Unobtrusive, flattering colours...simple, slim-making lines...long-enough skirt. Navy-blue and white suit of silk crêpe, tied in back. $14.95. Lord and Taylor



At right: Deep rose-pink—an amiable friend to not-so-young skins. Soft rayon jersey suit; skirt long enough to put you at your ease; bodice cleverly draped to compensate if you're underweight. $13. From Lord and Taylor

Left: Deep blue and white for this line-checked dressmaker suit of piqué. Neck-line sufficiently high, skirt sufficiently long; the waist-line kind to not-slim waists. The long jacket is lined with terry-cloth. $13. From Best

Right: Always-smart black-and-white for this suit of rayon crêpe. See its fairly high neck-line, its not-scanty skirt. $11. The knee-length coat is comforting if there's extra weight below your waist. $11. John Wanamaker

SMART FOR YOUR AGE

Right: If your throat and neck are still lovely, have this blue-and-white spun rayon, very firmly lined. White sharkskin binds the neck-line. The princesse lines, the full skirt flatter a mature figure. $7.95. Best

Left: Tiny white polka-dots on navy-blue rayon crêpe for this bathing-suit. White sharkskin panels front and back give lengthening lines. (Hint: Try one of the new camouflaging beach shawls.) $10.95. At Peck and Peck

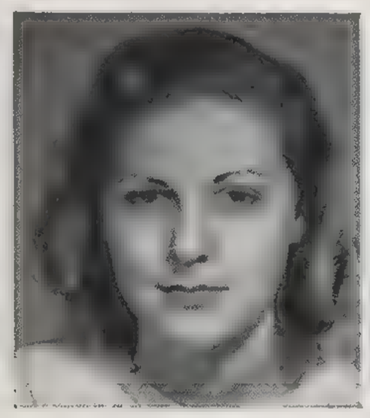
Right: Navy-blue and pink printed rayon jersey bathing-suit. Nice softening lines to bodice and the longer skirt—a blessing for the older woman...and for the young one who has figure faults. $10.95. Best has this

Left: Navy-blue wool jersey suit—the quietest and least eye-catching of all. The wide waistband rises to a V, optically slimming your waist. $12.95. Knee-length cape to match, covering you nicely. $14.95. At Lord and Taylor

Six Weeks to Beauty

DuBarry Success Course Shows You How to Achieve Slim Loveliness at Home

Out of college, Marie Nash wanted to get a business position, but felt handicapped by her personal appearance.



So she came to the Success School in the Richard Hudnut DuBarry Salon, New York. In six weeks, she had learned complexion care, how to develop fascination through flattering make-up and hair-styling.

Her figure streamlined, erect, her weight reduced from 145 to 114 pounds, Marie now had grace, poise, self-assurance.

• • •

(Right) Today Marie Nash is a slender, glamorous beauty. Every step in the routine she followed is now brought to you through the DuBarry Home Success Course.

• • •

COME TO the Success School if you can. But don't worry if you can't! For now there's a DuBarry *Home* Success Course that comes to you wherever you are, brings you the same methods taught in the Salon classes. It provides a personal analysis and a beauty routine for your needs—skin, figure, posture, weight—tells and shows you what to do every day for six exciting weeks. And it *works!* Hundreds now taking this course at home write to tell of results achieved. To get the whole fascinating story of this practical new way to beauty, send the coupon or a letter or postal for the book "Six Weeks from Tonight."

With your Course you receive this handsome, practical Travel-Case containing 20 different DuBarry Beauty and Make-up Preparations.

DuBarry
Success Course

ANN DELAFIELD, *Directing*
RICHARD HUDNUT *DU BARRY* SALON,
Dept. S-VF, 693 Fifth Avenue
New York, N. Y.

RICHARD HUDNUT *DUBARRY* SALON
Dept. S-VF, 693 Fifth Ave., New York, N. Y.

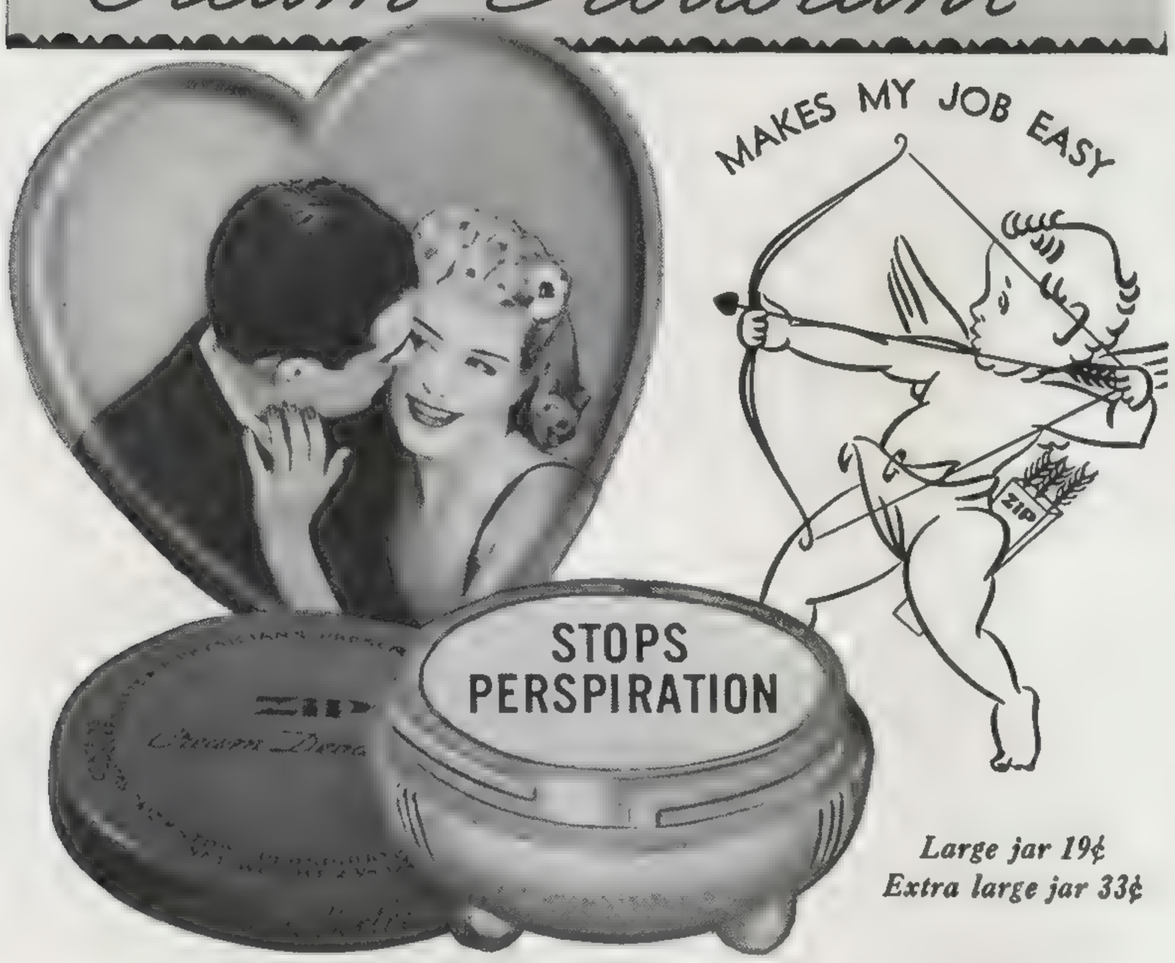
Please send me the book, "Six Weeks from Tonight," telling all about your DuBarry Home Success Course.

Name_____

Street_____

City_____ State_____

Perspiration Odor? NIP it with ZiP Cream Deodorant



Large jar 19¢
Extra large jar 33¢

A PHYSICIAN'S PRESCRIPTION

How important to avoid annoyance to *others;* to guard *yourself* against embarrassment. It is so simple, now, with this delightful cream which immediately destroys body odors and stops perspiration for one to three days.

The mere touch of this dainty snow-white cream lends a delightful, refreshing sensation—stainless, non-irritating, utterly harmless to clothing.

Available in exquisitely lovely over-size jars which give so much more for your money. All good stores.

SUMMER SHAWLS—SUMMER KNITTING

Pet whim of summer is the shawl—as you see on pages 50 and 51. Your grandmother knit hers. You might knit yours. As: this of red Bear Brand Angel Zephyr wool. Instructions, yarn; Macy's. For instructions, send a stamped, self-addressed envelope to Vogue

Knit it to wear as alternate to a sports coat or summer evening wrap—this square shawl of Fleisher's Melbourne Zephyr wool. Knitting instructions and yarn from Bloomingdale's. For instructions only, send a stamped, self-addressed envelope to Vogue

VOGUE STUDIOS

Knit it to toss over Sunday-lunch dresses—this triangular white shawl of Fleisher's Angel Crêpe yarn, with a red fringe. Knitting instructions and yarn may be obtained from Bloomingdale's. For instructions, send a stamped, self-addressed envelope to Vogue

BY THE BLUE ALGOMA HILLS

(Continued from page 62) They fish and move slowly, and the solemnity of the country is in them, and they have been burying their dead for a hundred years in the little cemetery with picket fences around each individual grave to keep out the encroaching underbrush.

That afternoon on the road, we met some men from the construction camp up the river, and we talked about the few gold-mines in that neck of the woods that were now able to operate at a profit and how rich the country was in iron ore. They seemed very practical. The sinister quality of the country hadn't touched them at all.

A FREE COUNTRY

On the way back to the camp, we were wondering what kind of men and dreams could possibly come out of such a country, and if such a sense of vastness could do nothing but diminish a man and make him want to be still. And that night the country seemed to give its own answer.

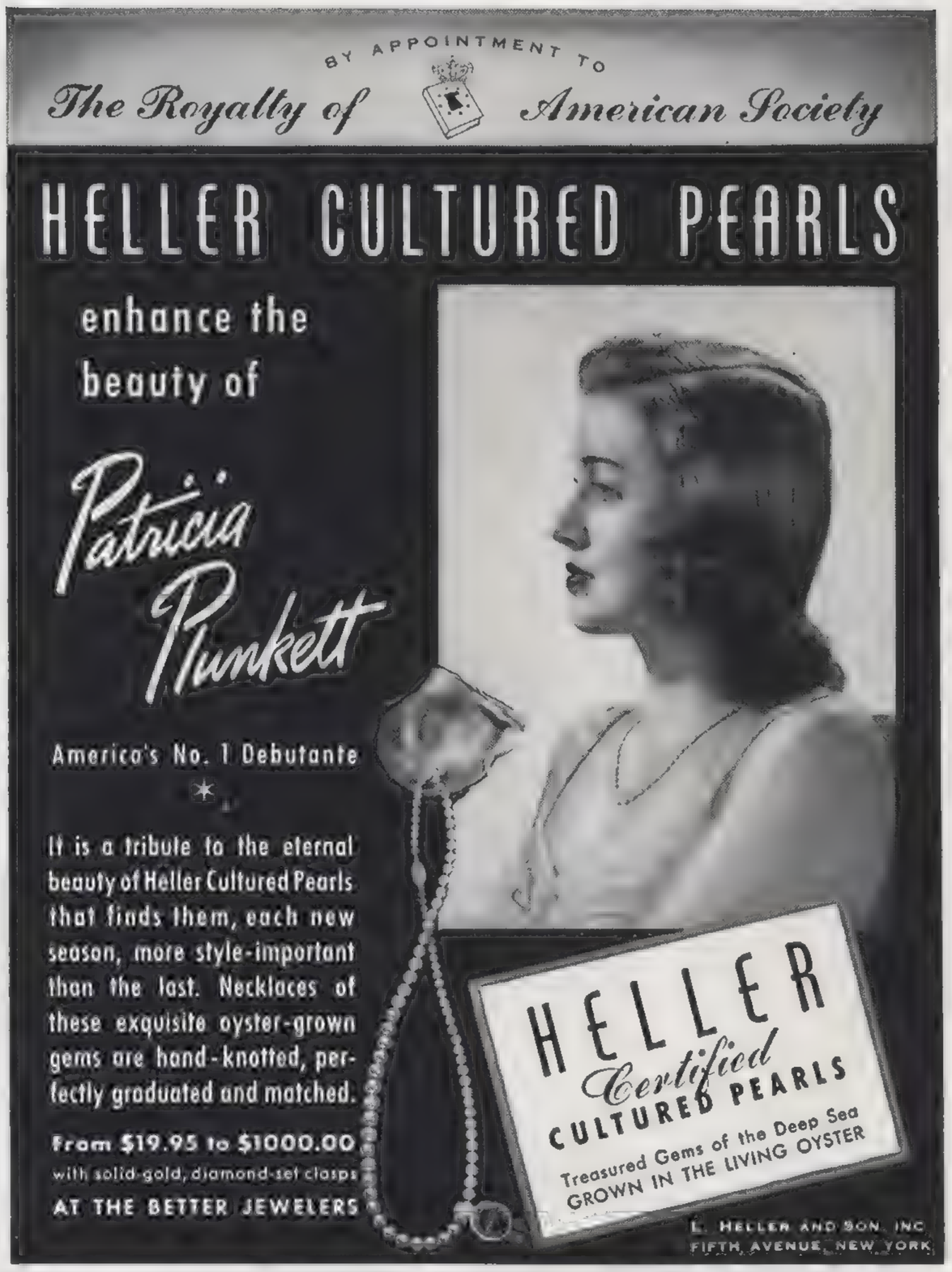
We couldn't sleep and were out by the river, and we kept looking up at the sky. It was astonishing how the hills seemed to thrust you right up close to the stars: they swarmed in an arch over the lake. The loons were wailing down the shore, but you keep looking up feeling exalted. In the clear air, you were strangely and suddenly free.

I remember the day we headed home, going up the Algoma Central Line through Hawk Junction. It was like going through the Pyrenees. The mist was hanging in the valleys, and at the doors of the cabins along the track Finnish women stood waving at the train. We were half an hour waiting for the train in Hawk Junction, and there we met a young Anglo-Catholic priest from England.

He was starving for conversation; he had left England a year ago and in his zeal had just picked out this part of the country on a map. He wanted to talk about Chesterton and Belloc and the cultivated farm land he had seen passing through southern Ontario. In his loneliness, he dreamed of getting moved down there soon.

THE HILLS REMAIN

When it was time for our train to go, the priest suddenly realized there were a great many things about the possibility of a union between Catholic and Anglo-Catholics he wanted to say and he hadn't had time: and as the train started to move, he began to run alongside, shouting up his arguments at the window, moving faster and falling behind as the train picked up speed. It seemed utterly fantastic in that country, a wild, pathetic gesture against the dissolving force of the inexorable hills.

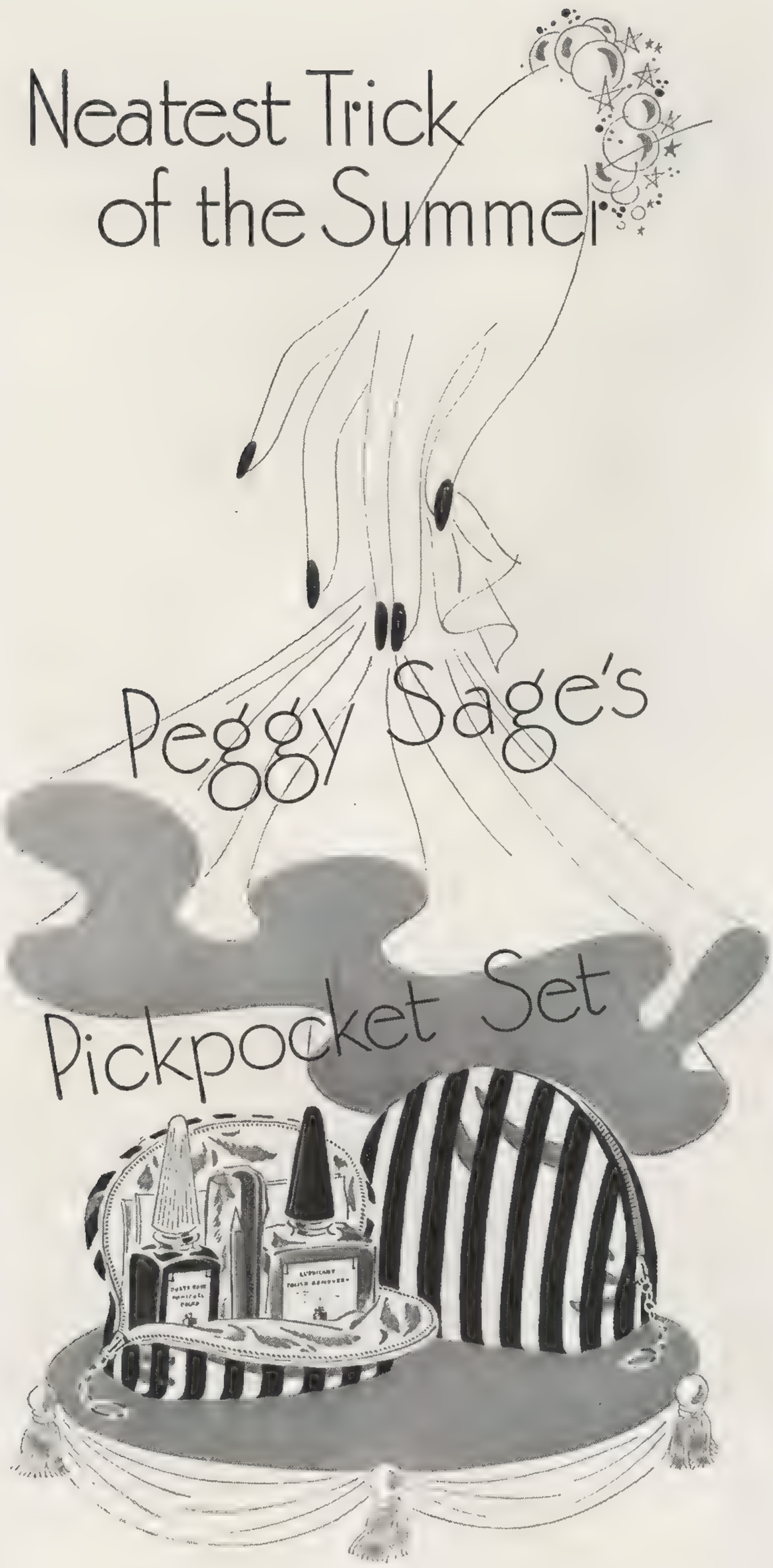


YOUR BELT FOR JUNE — Cool cotton braid with front of matching capeskin leather. Adjustable hidden clasp assures perfect fit. In all new colors. *At leading stores, $1.50, slightly higher in Canada.* ★ The Stroller is just one of the latest belt designs by Criterion . . . see them all—inspirations to help you create many new costume effects.

SLOTE & KLEIN, INC. • NEW YORK
Stylists of belts for women

Copyright 1940, Slote & Klein, Inc. *Reg. U. S. Pat. Off.

Neatest Trick of the Summer



PICKPOCKET is a smoothie! It slips unnoticed into the tiniest cranny in an overnight case or beach bag . . . a perfect companion for the season's red, white and blue rage. You're set for a magically perfect Peggy Sage manicure—with Peggy Sage Lubricant Polish Remover, emery boards, orangewood stick, cotton and your favorite shade of Peggy Sage Polish . . . all in a ducky waterproof Red-and-White or Blue-and-White case with a tiny hairline zipper—$1.00!

More Magic—*A color guide in every PICKPOCKET tells you just the shade of your favorite lipstick to harmonize with your Peggy Sage Polish. And your lipstick fits right into the cotton-roll pocket!*

PEGGY SAGE SALON, 50 East 57th Street, New York—and better shops

FOR GRADUATION

WHEN you're in school, spring and early summer mean white. White for class day, probably. White for graduation, certainly (barring cap-and-gown). These pages give you a choice—whether Regulations say long or short dresses. Whether you spend $10 or $40.

They compromise nicely between the sweetness that faculty and parents like, and the sophistication you prefer. You'll carry them over into your holiday life, later.

Pretty as a picture—in this bouffant, wasp-waisted dress of white organdie, its square neck outlined with a ruffle. $15. At Franklin Simon

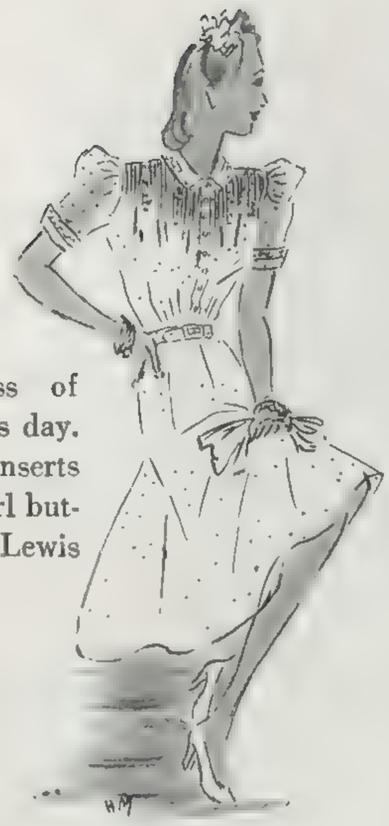
One slim way for graduation—this rayon jersey dress; an unpressed-pleated skirt. Later, wear it for dinner. $40. Saks-Fifth Avenue

Suggestion for class day—sports dress of crisp rayon fabric, with a convertible neck-line, gilt buttons. $18. At Saks-Fifth Avenue

Organdie frosted 'round and 'round with embroidery, for this Southern-belle dress with a lavishly full skirt. $18. Bonwit Teller has this

OR CLASS DAY

Impeccable linen, touched with embroidery. A full skirt, a wide band to emphasize your slim, young waist. $15. Lord and Taylor



Fresh-as-a-daisy dress of dotted Swiss, for class day. It has small lace inserts and the tiniest of pearl buttons. $11. At Mary Lewis

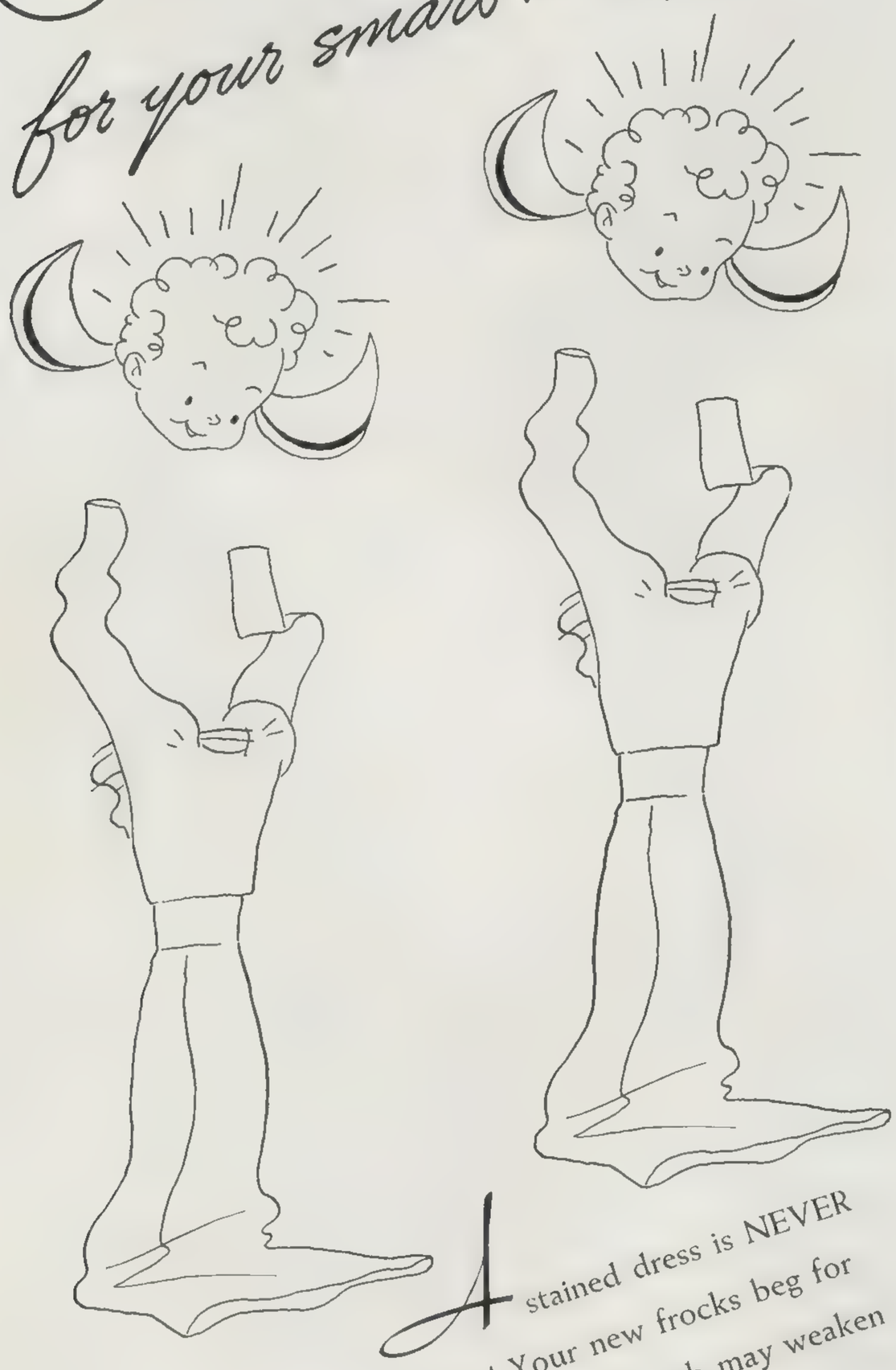
Gathered in front—this Celanese rayon jersey dress. You'll find it the perfect solution for Sunday lunch, later. $23. Lord and Taylor

Ever-beloved piqué—versatile and faithful—for this dress, with skirt-fullness stemming from under the big pockets. $10. Russeks

Cloudy marquisette dress, with a billowing skirt, a finely tucked bodice, for graduation...then for summer ballrooms. $20. Best

Guardian Angels

for your smart new frocks



A stained dress is NEVER smart—and neither is its wearer! Your new frocks beg for protection from moisture and anything else which may weaken the underarms—guard them surely, safely, with dainty dress shields. New-fashioned dress shields are airy little wings of softest fabrics, snowy white or tinted to match your dresses. If you don't like to sew, there are "pin-in" shields. Or pretty bras with shields attached. Just swish them fresh in Ivory suds—like your other undies. You'll find them at NOTION COUNTERS everywhere!

Kleinert's

T. M. Reg. U. S. Pat. Off.

TORONTO . . . NEW YORK . . . LONDON

SOME LIKE THEM

NON-SLIP STRAPS on a suit that'll stay on your shoulders when you sprint to the float. Blue Water-Velva Jantzen suit with corselet waist. $7.95. At Bloomingdale

EMBOSSING on a suit of two-way stretch acetate. Bright yellow, to set off your tan; so you'll dazzle the sun when you go off the high board. $4.95. B. V. D. suit

PLAID—red-and-green—a surf-cutter with moulded lines that make a good figure look better. Imported French wool swimming classic. $8.95. Lord and Taylor

CLASSIC

PRINT—little red ships go down to the sea on a suit with a back for a perfect tan. White raw silk-and-cotton with "Lastex." Designed by Mabs of Hollywood. $11.95. Best

HIGHER NECK on your knitted suit. Cherry-red rayon Jantzen suit that's a stop-and-look sign on the beach or in the water. Square neck-line. $4.95. Franklin Simon

DE MOLAS

SKIRTLESS SUIT—a navy-blue and white knitted woollen maillot—the kind your slacks fit so sleekly over, come cabaña-time, after a swim. $8.95. Lord and Taylor

ANN: Look at me! I can't go on to cocktails. How do you keep so neat?

SUE: I don't "keep neat." I just insist on fabrics that are Tebilized for crease-resistance.

Indulge your love of linen—but be certain-sure it's TEBILIZED linen. For a TEBILIZED fabric has a wondrous way of remaining aloof to creasing and rumpling . . . of requiring far fewer ministrations from an iron. Be bright. When you buy linens—or cottons or rayons—look for the TEBILIZED tag. It's your assurance that the fabric has been tested and approved for crease-resistance.

SHOWN: Dress of Everfast* Tebilized linen that's fast to sun, fast to washing. Sizes 12 to 20. About 20.00 at better stores everywhere—in New York at **BEST & CO.**

TEBILIZED*

*Reg. U. S. Pat. Off.

Fabrics stay Band-Box Fresh

A NEW SEWING BEE

Designs for Dressmaking

DÉBUTANTES turn to sewing—and on this page you see some of the results. These five girls learned all the tricks at Singer's new sewing school, and then put them into practice, using Vogue Designs for Dressmaking. These are the finished products, versatile little suits and jacket-dresses to be included in their summer wardrobes...suits and jacket-dresses which *you* might make to include in your own summer wardrobe, in versions based on your own colour and fabric choices.

Consider, too, all the variations you might work out with these. If you make the dress Miss Handy is wearing, for instance, you can wear both jacket and skirt with other things in your wardrobe. The pink and green dress Miss Johnson wears can be worn with other jackets; the jacket, with other dresses and skirts. You might have several brightening blouses for the suit Miss Sousa made. And you might, if you make the dress Miss Suydam wears, vary it with a brown linen or white sharkskin jacket.

KARGER-PIX

Miss Josephine Johnson

Miss Josephine Johnson made both these costumes. On herself: pale pink and bottle-green linen for the dress and jacket. S-4230. On the dummy: blue and white crêpe dress for town and country. No. 8623

Miss Priscilla Wright

Miss Priscilla Wright, photographed in a dress and bolero of one of the town-and-country cottons—red-and-green plaid gingham. Snow-white piqué revers on the bolero and at the neck. Design No. 8698

• Back views, sizes, and fabric sources are on page 105

FOR DÉBUTANTES

Miss Marjorie Handy

Miss Marjorie Handy, in the cool two-piece dress she herself made. The jacket is of crisp white linen (it goes with many other costumes, too); the simple skirt is of navy-blue spun rayon. Design No. 8711

Miss Phyllis Sousa

Miss Phyllis Sousa wears here her self-made summer suit, with jacket and skirt of navy-blue and white dotted Swiss; blouse of frothing white organdie edged with lace. Very good in town. Design No. 8657

Miss Patricia Suydam

Miss Patricia Suydam made this neat, short-sleeved dress and bloused jacket of polka-dotted silk crêpe in one of this summer's favourite colour teams—clean-cut brown-and-white for town. Design No. 8707

SHUR-TITE

Favorite of the Month

DESIGN PATENTED

Curved with the grace of lily-petals

. . . light to carry, lovely to look at . . .

good companion to your town sheers

and Summer prints. Of fine calf in the

newest costume colors, and in white.

At your favorite store. $5 Slightly higher West of the Rockies

Goldsmith BROTHERS

New York

Chicago • Los Angeles • Paris • London

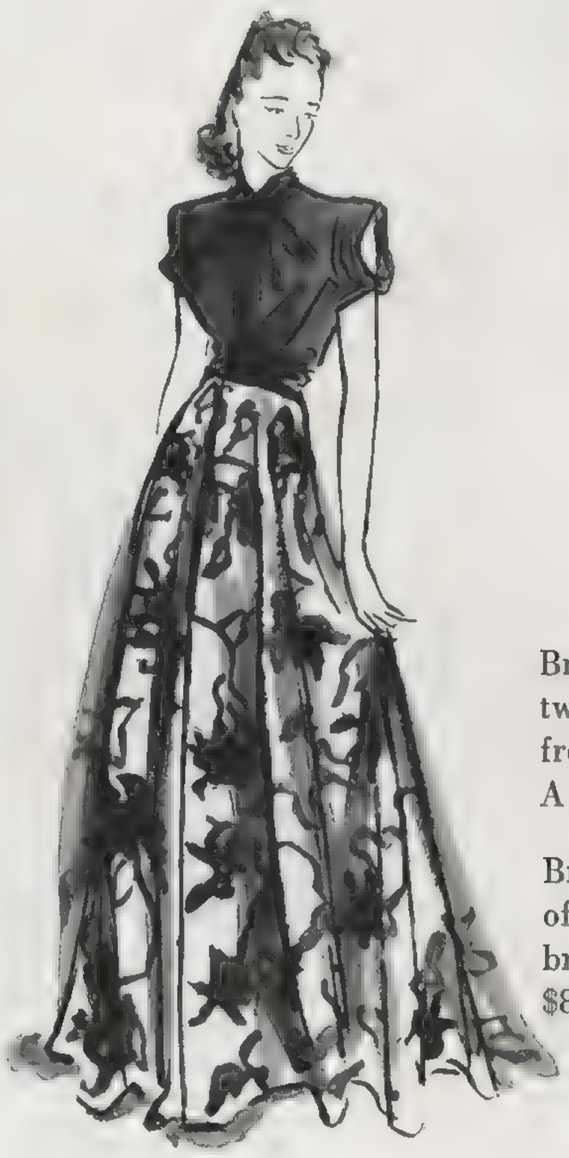
BROWN AND WHITE WARDROBE

Something to bank on for summer is brown and white—that recurring colour team that's more beloved this year than ever. It's nice in town or country. It's nice whether you're tan or pale.

Basis for brown and white extras, a country dress of white Crown-tested Rayon sharkskin. $25. Saks-Fifth Avenue, New York, Chicago

Brown linen suit, piped with white. Nice for travel—it's non-crushable. Nice for town, with a big brown straw hat. $65. Hattie Carnegie

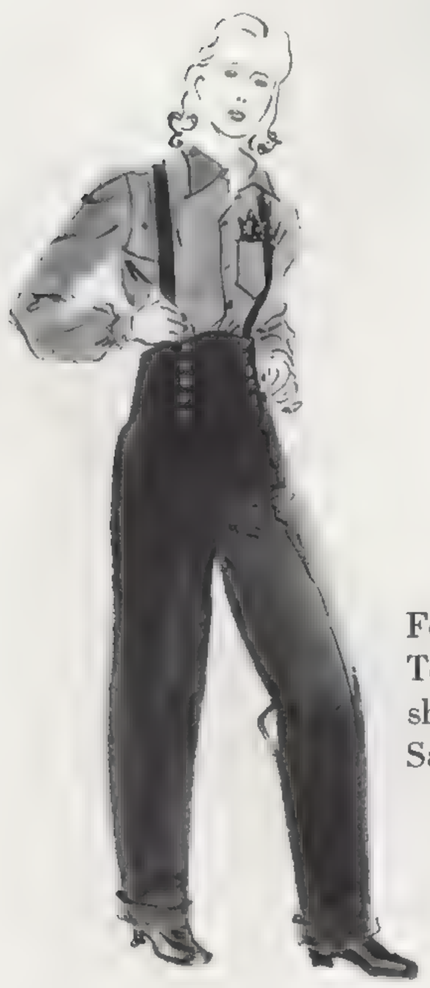
Brown-and-white for town—a cool two-piece silk crêpe suit, with fresh white linen revers. $69.95. A Blotta original; Bonwit Teller



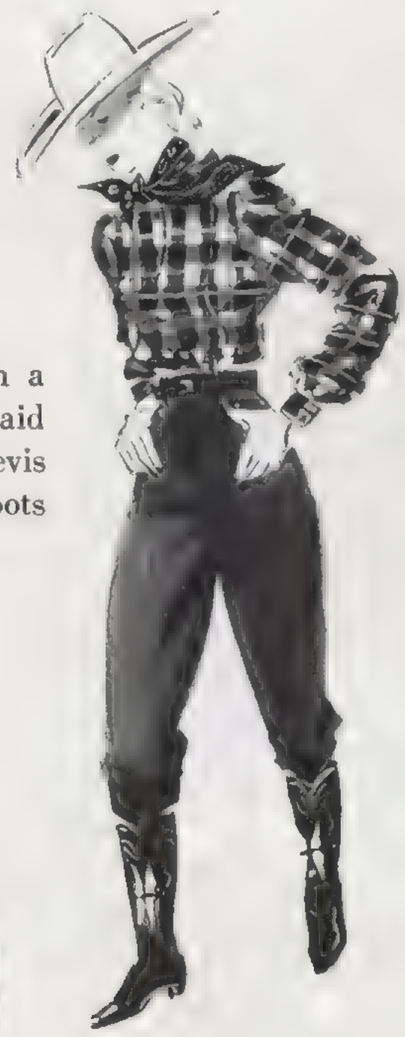
Brown and white for night. Bodice of brown silk jersey; skirt of brown, grey, and white silk crêpe. $85. Jane Derby design. At Gervais

AT HOME ON THE RANGE

Hit the Trail in frontiersman's garb—a tobacco-brown fringed suède coat; tight-legged butternut cotton gabardine pants



For effective Leanin' on the Old Top Rail, a blue chambray shirt tucked into White Stag Sanforized blue denim overalls



You'll be Top Wrangler in a big white Stetson, gay plaid flannel shirt, professional levis tucked into real Western boots

Put these additions to your ranch wardrobe in your saddle-roll, and no one will call you a tenderfoot. Top shirt: two-tone blue gingham. Second shirt: light blue broadcloth. Gloves of natural-coloured leather. A belt of natural cowhide

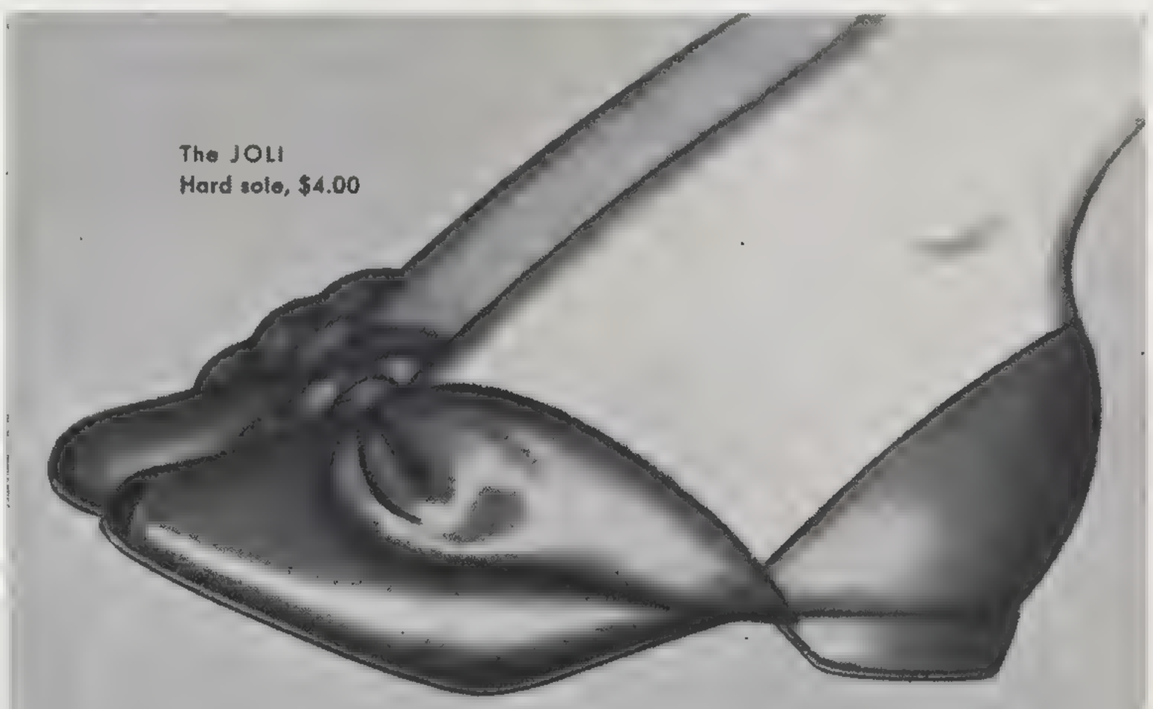
All clothes on this page: Abercrombie and Fitch

"Why didn't you insist on a KwiK?"

KWIK REG. U. S. PAT. OFF.
SLIDE FASTENER

Heartbreaking duty—cutting dresses when slide fasteners and lingerie tangle. Sad, and just a touch silly. Our heroine would not have sacrificed a dress to the scissors had there been a Kwik Slide Fastener in that placket. Dainty, rounded elements mesh smoothly without risk of jamming or snagging fine fabrics.

Shoe Hardware Division
UNITED STATES RUBBER COMPANY · ROCKEFELLER CENTER, NEW YORK



Feet look young... feel young in Daniel Green Slippers

IF you'd like a pleasant surprise try on a pair of Daniel Green slippers. You'll love the way they look, the way they feel, and the way they *fit*. All styles, for every kind of wear, are made in accurate sizes like the finest shoes.

Look for name on sole. At leading shoe stores and departments. DANIEL GREEN CO., Dolgeville, New York.

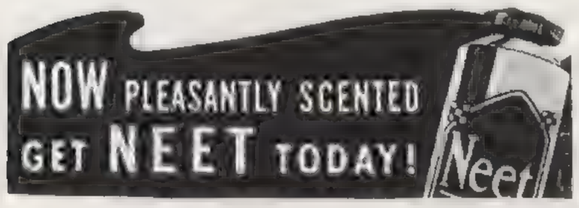
DANIEL GREEN
Comfy SLIPPERS

RINSE OFF UNSIGHTLY HAIR THIS EASY WAY

Glorify your legs with the NEW Neet! For years NEET has been the favorite cream hair remover of hundreds of thousands. And now NEET comes to you pleasantly scented! No disagreeable chemical odor. NEET is gentle, painless, and takes little time, and no bother to use! Just spread NEET over unwanted hair and leave on ONLY four or five minutes. Then rinse off with water. Ugly hair disappears from your legs, forearms and underarms. Your skin is smooth as satin and petal-soft!

Avoid Sharp Razor Stubble

There are no sharp-edged hair stubs to snag your stockings, no razor-scraped skin, and no danger of cuts when you use NEET to keep *your* arms and legs alluring! Get NEET at drug and dept. stores. Generous trial size at ten-cent stores.



"I LOVE YOU, I LOVE YOU, I LOVE YOU"

(Continued from page 59) I paid the bill, and sat down and ordered another drink. He gave the Napoleon to Barbara under the table, and, with both hands and tilted head, cut my protest short. "It is nothing," he said.

Georges was thin and small, he wore a cigarette on his right ear and a cap, his jacket was tight as a brassière and rode up over his hips when he walked, and he continually pulled it down. He looked like an advertisement for a *bal musette*. The arrangement for taking Barbara out had been made by a three-and-a-half-hour filibuster—"Barbara wants to go with Georges, Papa promised that Barbara could go with Georges, Georges wants to take Barbara to the park—"

Georges reported every day, and he was an ideal nurse. He took Barbara to the Luxembourg, walked around with her while she rode the little donkeys, sailed boats for her in the Tuileries, took her to the *Jardin d'Acclimatation*, and out to the Robinson Restaurant in the trees.

GEORGES' ROVING EYE

The first time they came back from a Punch and Judy show, I was not back, and they both sat in that long corridor of the Ritz where all the vitrines are. Georges' eyes were on the bagues, bracelets, pendants, and wristwatches in the show-cases.

Olivier, the maître d'hôtel, passed and saw him, and he called the doorman and the reception clerk and asked every one, *"Qui c'est ce phenomène-là?"* Somebody had seen Barbara before, and they asked her, and she said that Georges was a friend of Papa. "And who is Papa?" "Papa has no hair," said Barbara in way of explanation, and then she added, *"C'est une affaire extrèmement grave." "Ah—oui—ah oui alors,"* said Olivier, *"extrèmement grave."*

Even the maid was worried and said it would end very badly and I would be sorry the rest of my life to let Barbara go out with this creature. There is, she said, such a thing as *"le kidnap."*

The next day, after they had gone, I was a little worried. I looked down out of the window. The Place Vendôme was filled with chauffeurs and the municipal shade of green on freshly painted lamp-posts and autobuses. Usually buses do not run here, but the Rue Royale was torn up to be recobbled, and the buses that usually go to the Madeleine passed in front of the hotel. A Senegalese Negro, with feet like two *pains de ménage*, climbed across the square.

PANORAMA OF A SQUARE

On one corner stood two men, one carrying a big easy-chair, the other a bouquet of pink and white tulips stuck in mimosa. They waited for the traffic to pass; and when it got tiresome, the one put down the chair, and the other sat down on it and smelled his bouquet. A sailor, with some teeth missing, made love to a girl leaning on a lamp-post, and a couple was near the centre of the square with three black poodles.

In front of the Palais de Justice stood a German tourist in shirt-sleeves and *Lederhosen* held up by embroidered braces, a green hat with Gemsbart on it, a cigar and a *Bædeker*. The greatest charm of Paris is that here in this bright light, no one paid any attention to a couple with three black poodles, to the man in the easy-chair with his bouquet, or to a man in a Tyrolian costume. The view from a Paris window is never dull.

After a while, Georges and Barbara came out of the hotel right under my window; they walked to Schiaparelli's store. Barbara stopped and looked at the stuffed white doves that hang in it, suspended from thin wires, and Georges lifted her little white dog, Fifi, so the dog could see them, too. Then they walked on to Cartier's. I was afraid—they had a gold-and-pearl elephant clock which Barbara wanted. I thought for a moment that she would ask Georges. I could hear her say to him, "Papa promised an elephant for Barbara—please buy the elephant for Barbara—Barbara wants an elephant—"

She did. Georges ground a few centimeters of cigarette under his heel, pulled down his jacket, looked around, and then shook his head. I looked around, too, and was greatly relieved—there were three agents of security, with their eyes on Georges. Two of them followed him and Barbara down to the park. There was no need to worry—Barbara was the best-guarded child in Paris.

How to order Vogue Patterns by mail

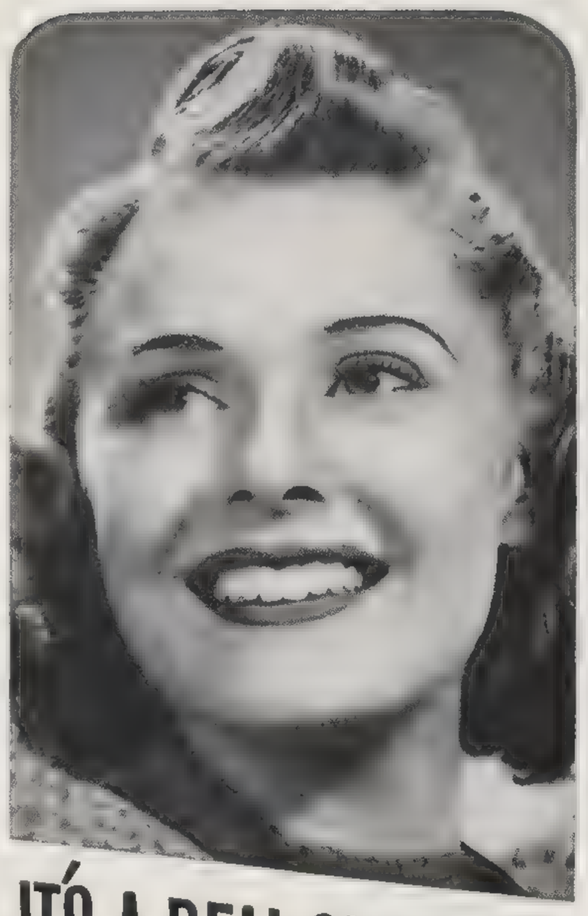
Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., and, in Canada, at 21 Dundas Square, Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

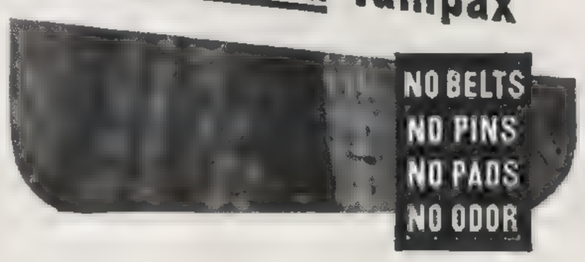
Vogue does not make provision for charge accounts or C. O. D. delivery. Please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

PRICES OF VOGUE PATTERNS

329	$2.00	8657	$ .75
334	2.00	8698	.60
S-4230	1.00	8707	.75
S-4237	1.00	8711	.60
S-4239	1.00	8743	.50
8623	.75	8747	.50



IT'S A REAL SURPRISE
when you actually understand Tampax



DEAR and gentle reader, how *can* we make you realize the difference to you when you use Tampax? Doesn't it mean something to tell you that over two hundred fifty million have already been sold? Doesn't *that* give you assurance? There is an old saying "What others can do, *you* can do."

The principle of *internal absorption* has been long known to physicians. Tampax has simply made it available to all women for regular monthly sanitary protection. No pins or belts. No chafing, wrinkling. No odor can form. No disposal troubles. Tampax is made of pure surgical cotton, greatly compressed. Each is hygienically sealed in dainty, patented one-time-use container. Your hands *never* touch the Tampax and the user is unaware of it.

Tampax now is made in *three sizes:* Regular, Super, Junior. These meet every individual need. You can travel, dance, golf . . . use tub or shower . . . Sold at drug stores and notion counters. Introductory box, 20¢. Full supply for one month now available at new low prices.

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Please send me in plain wrapper the new trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

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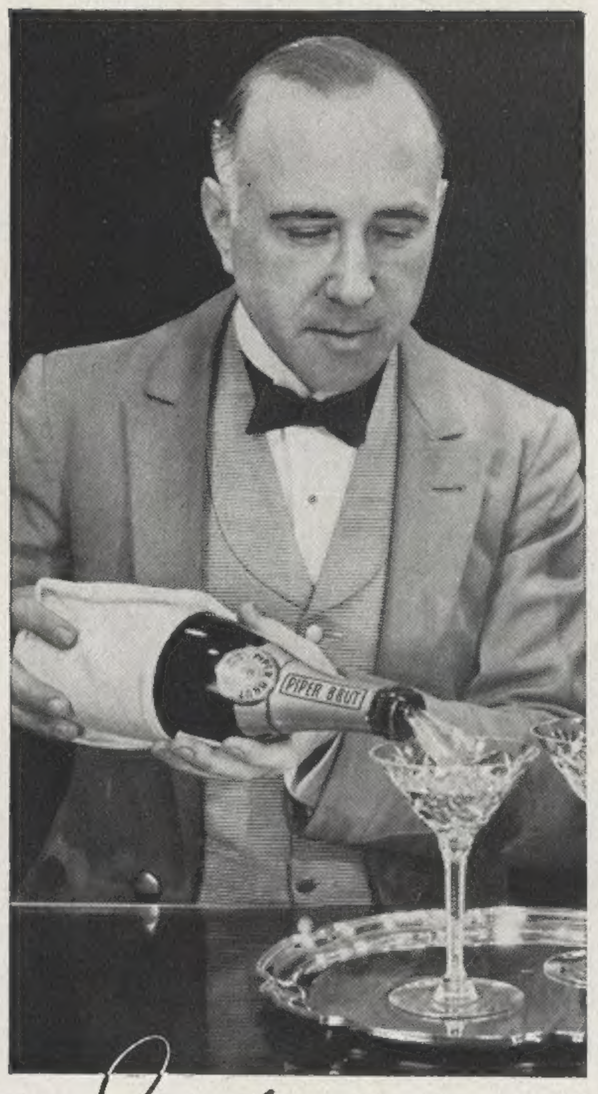

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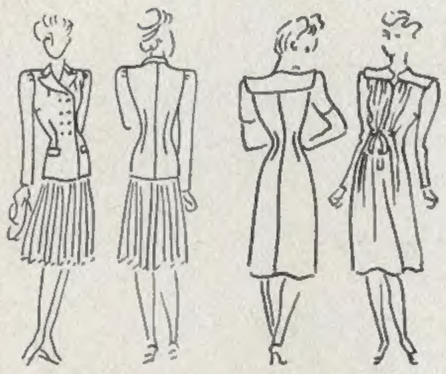
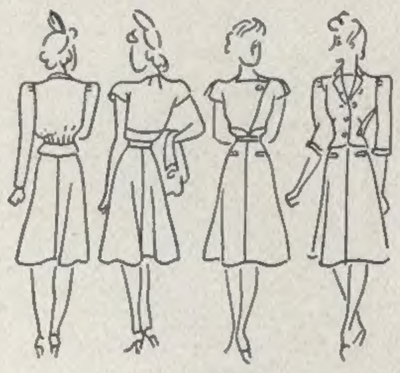
DESIGNS FOR DRESSMAKING



8711 8623

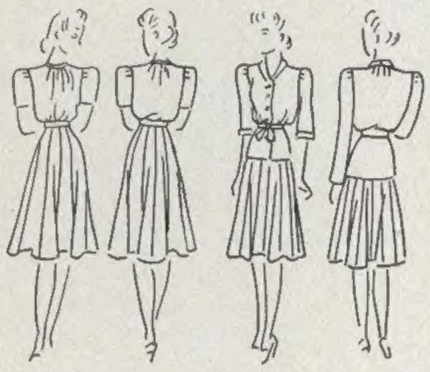
Here are other views and fabrics of the Dressmaking Designs on pages 100-101. Designed for sizes: 8711 (of National Fabrics spun rayon and McBratney linen), in 12 to 20 (30 to 38). 8623, "Easy-to-Make," in 12 to 20 (30 to 38)

Below: Jacket-Dress 8707 (made of Truhu silk) is in sizes 12 to 20 (30 to 38) and 40; "Easy-to-Make" design



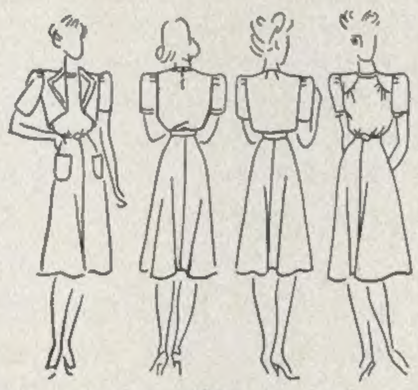
S-4230

Above: Jacket-Dress No. S-4230 (made here of Everfast's sports linens) is designed in sizes 12 to 20 (30 to 38)

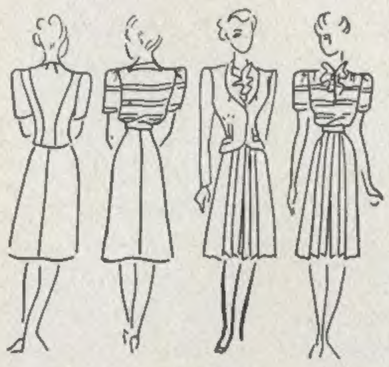


8707

Below: Suit No. 8657 (of Dumari's dotted Swiss and Bert Levi's organdie) is designed for sizes 12 to 20 (30 to 38)



8698



8657

Above: Bolero-Dress 8698 (of Galey and Lord gingham; Everfast's piqué); 12 to 18 (30 to 36); "Easy-to-Make"

PATTERNS MAY BE PURCHASED IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT, AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 104.

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18 HOLES OF GOLF AND

a glass of Dubonnet before meals. There's no better prelude to food. Dubonnet, made of fine French wines deftly blended, will delight you. The flavor of this famous appetizer is neither too sweet nor too dry.

TRY DUBONNET THESE 3 DELICIOUS WAYS

1. THE FRENCH WAY — Dubonnet straight, well-chilled.
2. THE AMERICAN WAY — Dubonnet cocktail—half gin, half Dubonnet; stir with ice, add twist of lemon peel.
3. THE LONG, TALL WAY —Dubonnet and soda. Jigger of Dubonnet, juice of ½ lemon, ice and fill glass with soda.

THE GREAT FRENCH APPETIZER

DUBONNET

STRAIGHT OR COCKTAIL

Aperitif Wine — Alcohol 18% by Volume

Schenley IMPORT

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Today I shall walk through the magic portals of my beauty salon. Deft, capable fingers will brush my drab hair, examine the telling gray streaks at the temples, and in a few moments soft, light suds will bubble like champagne over my hair. I will relax my tired body, close my eyes—and open them later to see—my hair, the glowing burnished-gold shade it used to be . . . fifteen years ago. My eyes will brighten. I shall sit up, newly-confident and poised. I shall walk out with grace and new vitality — for my hair will be soft, lustrous and youthful looking once again. I will have had an Eternol Treatment.

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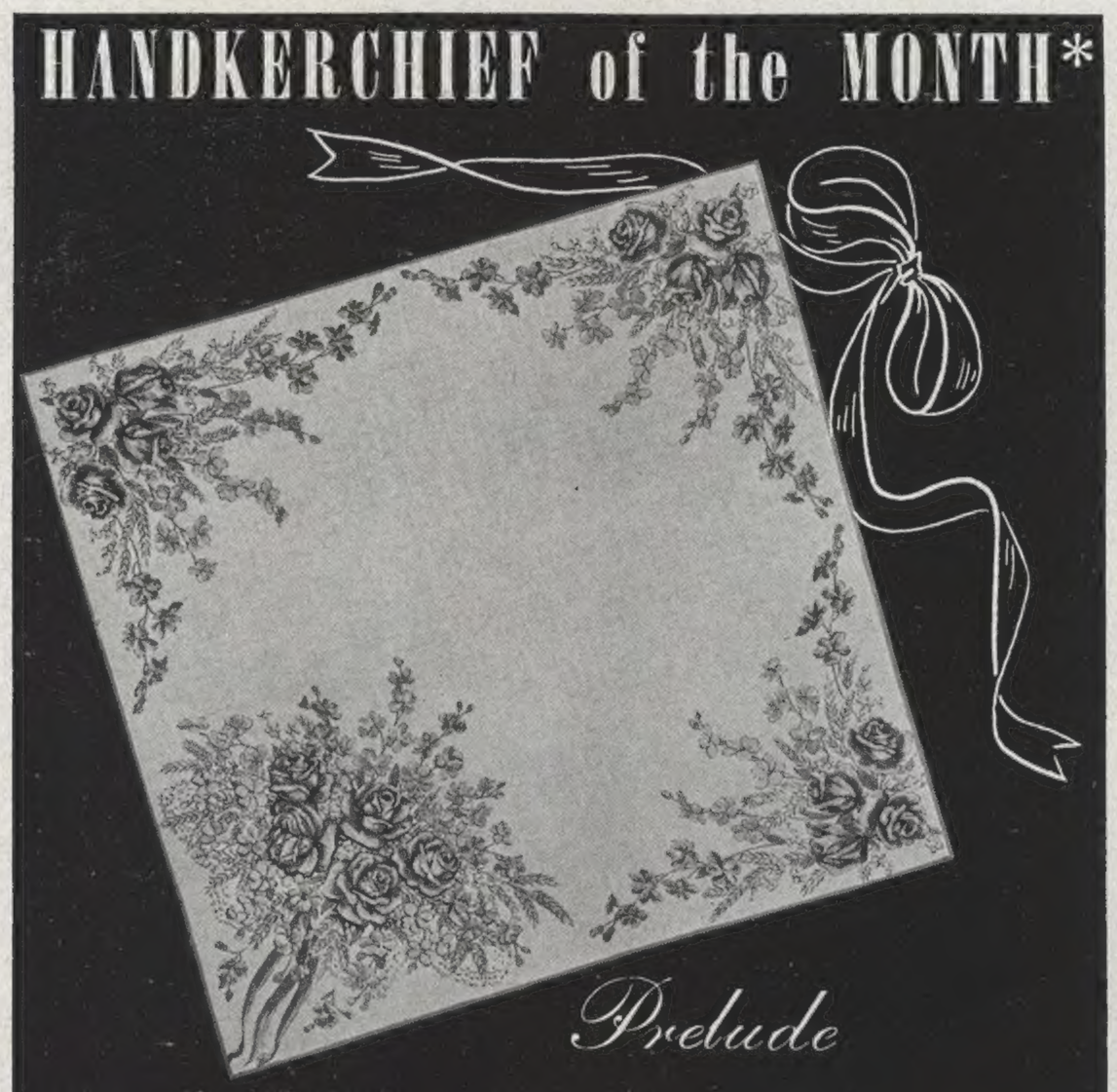

Prelude

Sentimental bouquets in fashion's latest colors — prelude to summer's new feminine mood . . . delightful token for June gift-giving. Sheer white linen with hand-rolled hems. Look for the label . . . at your favorite store . . . 50¢

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VOGUE COVERS THE TOWN

Cafés in bloom

This Manhattan of ours becomes a flower arrangement of gardens and sidewalk cafés, and it's hard not to be awfully pleased with the looks of it on a summer's day. The little gardens in the back of restaurants are gay with flower-pots, tables, and striped umbrellas; the sidewalk cafés are cool under awnings and bright with flowers on the tables. Here are a few we found when we went strolling:

THE PAVILLON MARGUERY, 270 Park Avenue—completely charming and romantic, and specially recommended for those who yearn for the Bois de Boulogne. Some day, for lunch, try a Culibiac of Salmon in aspic, and top it off with Mille Feuilles Strasbourgeoise, and you'll forget that you thought the heat had taken your appetite. Gay and delightful for lunch, cocktails, or dinner.

THE ST. MORITZ sidewalk café, at 50 Central Park South, is fine to stop at after a drive through the park —and by drive we mean horse and carriage, of course.

THE SULGRAVE TERRACE, on Park Avenue and Sixty-Seventh Street, is shady as a leafy grove and perfect for a quiet luncheon or dinner.

THE CHATHAM, Vanderbilt Avenue at Forty-Eighth Street, has outdoor restaurants down to a fine art. No stinting here—nice big garden, plenty of space, plenty of greenery, and, of course, the Chatham's deservedly famous French-food-de-luxe. No bad idea for cocktails, either—it's been a town favourite for eight summers now.

THE ESSEX PROMENADE, at 160 Central Park South, is tree-bordered and opens onto Casino-on-the-Park. It is lighted by giant glass pillars and little lamps at each table. At night in the mood romantic, you can drift into the Casino to dance.

THE "LONGCHAMPS" EVERYWHERE—These restaurants that love fresh vegetables and fruits cooked perfectly have drop windows, which permit them to turn into sidewalk cafés in a whisk. Try one of their Frisco Freezes on a hot day.

The West Fifties abound with outdoor places, charming, gay as the flags of all nations strung together.

THE CHÂTEAU RICHELIEU, at 13 West Fifty-First Street, under the shadow of Rockefeller Center, is one of the charming outdoor places in town. It seems cool on the hottest day, and the Italian-French cuisine is excellent.

THE CASTLEHOLM, 344 West Fifty-Seventh Street, seats three hundred people comfortably in its huge garden. The umbrellas are blue and yellow, and the plants and shrubbery are kept fresh as a country garden. There is music in the evening.

THE BREVOORT HOTEL, on Eighth Street and Fifth Avenue, was one of the first restaurants to come out in the open. Life moves more quietly in this lower end of Fifth Avenue where the atmosphere is faintly European and the food is for those who take three hours for a meal.

There are a number of charming out-of-door restaurants at this end of town and further down in the Village. Sometimes the fun of them is to discover them...there is one to every block, so you can't go far astray.

Besides these terrace and garden restaurants, there are many other cool spots. You may crisscross town and find them at almost every turn. Fan and Bill's is at 137 East Forty-Sixth Street. Charles à la Pomme Soufflée is at 157 East Fifty-Fifth Street; Chez Maud, at 151 East Forty-Ninth Street; La Chaumière at 163 East Fifty-Sixth Street.

Pan American Shopping

If you are going to South America or if you are there, either as a resident or a tourist, and if you need advice or personal shopping, you have but to get in touch with the Bonwit Teller Pan American Fashion Service.

This personalized shopping bureau is conducted by Madame Anita de Benavides and Mrs. Katherine Bensabat, who are familiar with life in the South American countries.

These two women are well aware of the needs of travellers to South America and will advise you about such things as warm clothes for La Paz in Bolivia, where it is cold weather the year 'round, and sports clothes if you are visiting a hacienda in the Argentine or a finca in Bolivia, Mexico, Peru, or Chile.

Don't be misled by suggestions from your friends who only have *read* about Latin-American tours. Get on the boat with bags packed with clothes you will really need. Mmes. de Benavides and Bensabat make it easy.

Welcome back

Bustanoby was the famous pre-prohibition restaurateur, a pioneer at having dinner-dancing and women's bars, the first to have air taxi service from his Château des Beaux Arts to New York, sponsored by the Wright brothers. He is back on the New York scene in a charming restaurant at 148 East Fifty-Sixth Street, which he has christened Café des Gourmets.

The room, with its crystal chandeliers and pink and blue decoration, is touched with a vague, nostalgic aura of those fine old times when every gentleman knew what wine to order and only titillated over the year.

But we have a horrid suspicion that Bustanoby's may out-modern us moderns...for Jacques Bustanoby is famous for his gay surprises. At any rate, he will give you a fine cuisine, excellent wines, and the charm of mine host to make dining with him a great success. "FLANEUR"

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